JULY 24, 1950

BROADCASTING TELECASTING

TECHNOLOGY DEPT
DETROIT PUBLIC LIBRARY
96 PUTMAN DRIVE
DETROIT 2 MICH

September 30th becomes —"
" for one of the nation's 20
great television markets — *then*

waga·tv

CHANNEL 5 ATLANTA, GA.

CBS-TV ★ N. Y. CITY

PRESENT COAX CABLE

RICHMOND

GREENSBORO

CHARLOTTE

BIRMINGHAM

ATLANTA

Becomes a with direct New York programs — via the South's new co-axial cable — opening date —

Sales of TV sets will ZOOM! Buy WAGA and be certain sales quotas are 'in the black' *with*

waga·tv

KATZ AGENCY
National Sales Representatives

TOM HARKER
National Sales Manager
488 Madison Avenue
New York 22

A FORT INDUSTRY STATION

CBS-TV AFFILIATE
SINCE MARCH 1949

JACKSONVILLE

28 Years

of serving and selling Kentuckiana

When I first went on the air in 1922 Kentuckiana was a good market.

. . . now it's better . . .

. . . and it's still growing!

For example:

Kentuckiana (Ky. plus a generous portion of Sou. Ind.) leads the nation in both increased crop and livestock production gains and is well above the national average in increased value of manufactured goods.

And income! ! !

Why it was over t-h-r-e-e times the national gain in effective buying power (1948-49).

In just two years . . .

the radio homes in Kentuckiana increased 19.1%.

They listen before they buy!

. . . to be exact . . . they listen to ME before they buy. I say it blushingly, but, according to Mr. Hooper I'm the listeners' favorite! *(I have more top-rated Hooper periods than the next two stations combined.)*

. . . and I have a corner on all those great CBS stars like

Arthur! . . . Jack! . . . Bing!

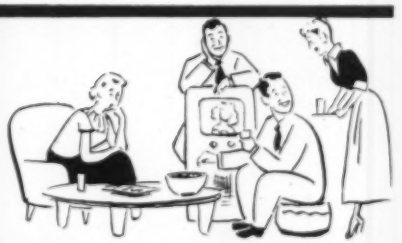
Likewise . . .

I'm quite a programmer myself.

To wit: Coffee Call (my own show) attracted more than 20,000 visitors in the last 11 months.

My newsroom is the best in broadcasting(according to the National Association of Radio News Directors).

And the farmers will tell you that I have the only *complete* Farm Programming Service in Kentuckiana



By the way. . .

WHAS-TV is quite a comer too! The best visual salesman in the market! A part of the great WHAS tradition!

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Our Business and Yours

RADIO

TIME

HEADLEY-REED COMPANY

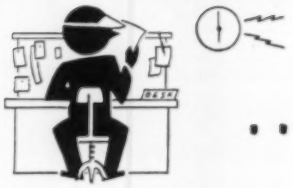
Radio Station Representatives

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING TELECASTING ...at deadline



Closed Circuit

RETURN OF Board of Defense Communications (which became Board of War Communications with Pearl Harbor) indicated with FCC appointment of top-level committee to survey war situation. Pattern of World War II, which saw freezing of all new construction and allocation of critical materials, being studied, together with active coordination with military and other emergency government agencies. Committee comprises: Chairman Wayne Coy, Comrs. E. M. Webster and George Sterling.

PRESIDENT Truman's epoch-making speech last week was springboard for rapid calculations as to possible effect on electronic manufacturing capacity. Present program, it was felt, would not draw more than 30% of existing output of electronic plants, leaving possible 70% capacity to take care of essential civilian TV-radio and other needs.

ABOVE CALCULATIONS contemplate no great spread in war front activity. Last war, it's calculated, resulted in nearly $100 billion materiel allotments whereas President's present program contemplates about 25% of that amount, with possibly one billion for electronics. Conclusion is that drain on electronic plant capacity shouldn't exceed proportionate share of overall war budget.

UNPUBLISHED treatise on Communist infiltration of radio is making rounds in high circles. Gist is that radio provides easiest means of precipitating panic. Specifically cited were Orson Welles' Martian invasion of decade ago, followed up by Chilean and French counterparts.

PENDING settlement of rate adjustment proposal, if any, to networks, ANA Radio and Television Committee witholding action on plan to ask networks and stations to "clean

(Continued on page 82)

Upcoming

July 26: ANA-Networks meeting, Waldorf-Astoria Hotel, New York.
July 27-28: NAB Board BAB Advisory Committee, NAB Hdqrs., Washington.
July 29-30: Radio Sales Network meeting, Hotel Texas, Fort Worth.
July 31: Television Authority-Screen Actors Guild meeting, Musicians Bldg., Hollywood.
(Other Upcomings on page 66)

Bulletins

FREEDOM of infomation for international broadcasting restored by Argentina, which allowed two news transmissions—first since March 1949—by Ned Calmer for CBS and Herbert M. Clark for ABC. Policy is both "tacit and temporary," since neither government nor Argentine Broadcasting Assn., which levied ban, has formally revoked it.

$5,000,000 TEA DRIVE SLATED THIS YEAR

TEA COUNCIL, New York, predicts at least $5 million will be spent in advertising and promotion of tea during this year. Substantial portion expected to go to radio and television. Figure is based on last year's expenditures by tea packers plus $1,600,010 to be spent by Tea Council in 1950.

To make America more tea conscious, tea companies will exceed last year's $3 million advertising budget by at least $700,000 and adopt theme: "When you're under pressure, drink tea."

ABC APPOINTS DIAZ

RAY DIAZ, formerly in ABC stations division, appointed director of program operations effective July 31. Mr. Diaz joined ABC as supervisor of announcers in 1942, and previously had been night announcing supervisor at NBC.

Business Briefly

BLOCK SIGNS ● Block Drug Co., Jers City, will sponsor *Quick as a Flash*, Tue Thurs. 11:30-12 noon, over 160 ABC statio beginning Sept. 19 for 52 weeks. Agency, Ce & Presbry, New York.

HEIDT FOR PM ● Philip Morris & C (cigarettes) Oct. 2 starts *Horace Heidt Sh* Mon., 9-9:30 p.m. on CBS-TV. Program to filmed while Mr. Heidt tours. Organizati to have own traveling television unit. Agenc Biow Co., New York.

BAKERY RENEWS ● American Bakeri Co., Atlanta, Sept. 11 renews for 52 weeks *T Lone Ranger*, Mon.-Wed.-Fri., 7:30-8 p.m. 35 ABC southeastern stations. Agency, Tuck Wayne & Co., Atlanta.

EVENING RADIO RATE CUTS URGED BY ANA COMMITTEE

REDUCTIONS of evening rates ranging more than 50% on some radio stations in T markets sought by Assn. of National Adve tisers' radio and TV steering committee, over-all campaign to drive down radio rate BROADCASTING learned late Friday (earli story page 15).

"For all practical purposes," ANA co mittee report stated, "each new TV instal ation signifies virtual elimination of one mo home from the total of actual or potenti radio listening during evening hours." Ev ning radio rates should be reduced so th "composite of individual station adjustmen would work out to 14.9% for the full CB network and ... [also] 14.9 for the full NB network." Earlier report had placed over-a reduction figure at straight 15%.

By next January, committee concluded, a vertisers on national network evening rad "should be prepared to face losses ranging 22% or more in the number of homes usi radio during prime evening time."

Broadcasters Defense Council Requested by White House

IN FIRST concrete move to unify radio participation in U. S. defense effort, White House Friday called for formation of all-inclusive Broadcasters Defense Council to organize radio-television forces for instant availability to government.

William B. Ryan, NAB general manager, announced receipt of White House request and scheduled meeting for Tuesday (July 25).

Plan for formation of council, already in first draft, would provide for broadcaster representation in areas of military, civil mobilization, censorship, information and production (manufacturing). Members to be appointed by NAB President Justin Miller, and serve on special panels devoted to those phases. Other groups and associations also would take part, Mr. Ryan said.

Request was made by John R. Steelman, special assistant to the President, and directed to Ralph Hardy, NAB government relations director, with Friday dateline.

Outline of proposed plan to be presented to network and station executives at Tuesday meeting, at NAB Washington headquarters. Representing NAB will be, in addition to Messrs. Ryan and Hardy, Robert K. Richards, public affairs director, and Charles A. Batson, director of television.

Three board members in Washington area expected to attend are Ben Strouse, WWDC Washington; Eugene Thomas, WOIC (TV) Washington, and Frank U. Fletcher, WARL Arlington, Va. Vice presidents of all four major networks—ABC, NBC, CBS and Mutual—also slated to take part in discussion of preliminary plans.

Mr. Steelman, in letter to Mr. Hardy, stressed "growing importance of television" and use of both radio-TV "to the fullest possible extent." He also praised industry for taking voluntary initiative in scheduling President Truman's message to people on both radio and television networks, which h said contributed much to alleviating co fusion and misunderstanding on reported fo shortages.

Partial text of Mr. Steelman's letter:

"I hope you will not consider it presumptuo if I ask that the [NAB] take immediate ste to organize the entire broadcasting industr in some manner in which it would be instantl available to the government as required . .

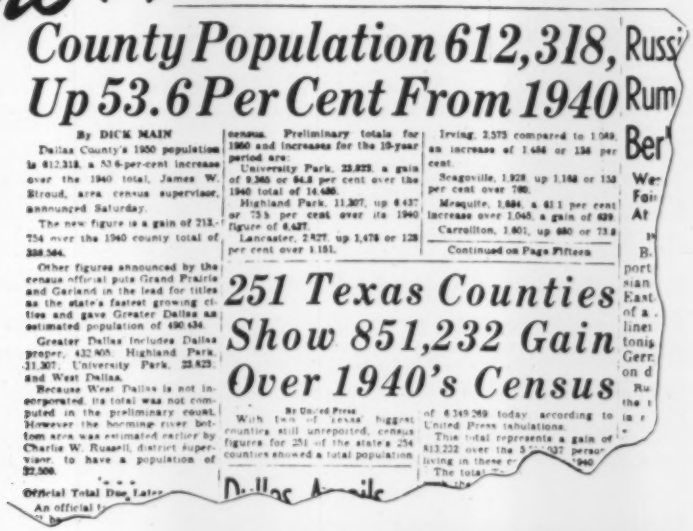
"The problems facing us now are somewha different than they have been in the pa because of the growing importance of tel vision. We will be especially interested in program which can use both media to th fullest extent possible . . ."

White House request was seen as i plementing long moribund broadcasters a visory group, which was formed over tw years ago but which had remained inacti save for periodic meetings with Defense Dep Munitions Board and National Security Re sources Board officials.

FCC Decides NARSR Case, see page 82

XUM

Says the 1950 Census



County Population 612,318, Up 53.6 Per Cent From 1940

By DICK MAIN

Dallas County's 1950 population is 612,318, a 53.6-per-cent increase over the 1940 total, James W. Stroud, area census supervisor, announced Saturday.

The new figure is a gain of 213,754 over the 1940 county total of 398,564.

Other figures announced by the census official puts Grand Prairie and Garland in the lead for titles as the state's fastest growing cities and gave Greater Dallas an estimated population of 490,634.

Greater Dallas includes Dallas proper, 432,905; Highland Park, 11,307; University Park, 23,823; and West Dallas.

Because West Dallas is not incorporated, its total was not computed in the preliminary count. However the booming river bottom area was estimated earlier by Charlie W. Russell, district supervisor, to have a population of 22,500.

Official Total Due Later

An official t...

census. Preliminary totals for 1950 and increases for the 10-year period are:

University Park, 23,823, a gain of 9,365 or 64.8 per cent over the 1940 total of 14,458.

Highland Park, 11,307, up 6,437 or 75.5 per cent over its 1940 figure of 6,427.

Lancaster, 2,827, up 1,478 or 128 per cent over 1,181.

Irving, 2,575 compared to 1,049, an increase of 1,484 or 134 per cent.

Seagoville, 1,928, up 1,168 or 153 per cent over 760.

Mesquite, 1,684, a 41.1 per cent increase over 1,045, a gain of 639.

Carrollton, 1,601, up 680 or 73.8

Continued on Page Fifteen

251 Texas Counties Show 851,232 Gain Over 1940's Census

By United Press

With two of Texas' biggest counties still unreported, census figures for 251 of the state's 254 counties showed a total population of 6,349,269 today according to United Press tabulations.

The total represents a gain of 813,232 over the 5,[illegible],037 persons living in these c... 1940.

The total ...

Dallas Morning ...

Russ...
Rum...
Ber...
We...
Fai...
At ...
B...
port...
sian...
East...
of a...
line...
toni...
Gerr...
on d...
Ru...
the ...
in ...

KRLD

Consistently and Predominantly

first

Attested by Hooper Measurements, KRLD is consistently FIRST in 3-out-of-5 standard time brackets, and often as not, 4-out-of-5, for Dallas.

9 out of 10 of the Nation's highest rated network programs (CBS) are regulars on KRLD, according to the latest Nielsen's survey. Recently, a survey showed KRLD to be the SECOND HIGHEST RATED STATION in the United States in cities where four networks were surveyed.

KRLD
50,000 Watts

Saturates the Gigantic SOUTHWEST EMPIRE . . . 1,530,990 radio homes in 328 counties, night-time and 1,370,320 radio homes in 235 counties day-time . . . BMB Survey, 1949.

Owners and Operators
KRLD-TV
Channel 4

STATION KRLD DALLAS
THE CBS STATION
for the Southwest's
LARGEST URBAN MARKET
DALLAS and FORT WORTH
NOW PRESENTS THE

Greatest Advertising Value
in Dallas Radio History

53.6% *More*
DALLAS MARKET

1950	612,318
1940	398,564

59% *More*
FORT WORTH MARKET

1950	359,157
1940	225,521

Comparisons based on Dallas and Tarrant Counties

KRLD advertising rates have increased moderately during the ten-year period, but the percentage of increase is in no-wise comparable to the tremendous increase in market potential.

this is why

KRLD

is your best buy

AM . . . FM . . . TV
THE TIMES HERALD STATION
THE BRANHAM COMPANY, REPRESENTATIVES

XUM

Advertisement

From where I sit *by* Joe Marsh

If They're Wild, They Belong To Tik!

Ran into Tik Anderson last week and was reminded of the first time I ever spoke to him. The missus had sent me out one Saturday afternoon to hunt for some blackberries.

I took a long hike and couldn't find any. Finally, I came to Tik's house along that low stretch east of the fork on River Road. "Hi there," I says, "any blackberries around here?"

Tik says. "There used to be—but I don't know much about things that grow wild." Later, I found out how Tik supports his family by picking and selling berries. Ever since, I've been like the rest of folks in town—respectful of his right not to tell where "his" berries grow.

From where I sit, respecting other folks' rights comes natural in our town . . . in America for that matter! Whether it's a person's right to enjoy a temperate glass of beer or ale, or whether it's Tik Anderson's right to keep secret where his berries are, it's all a big part of a real democracy!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg
Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

ANA Rate Cut Strategy Snagged 15
Cold Remedy Budgets Up for Radio-TV 15
How ANA Rate Move Was Planned 16
NBC Asks Extra Time of Affiliates 17
Speculation Mounts on Mitchell Successor 17
Radio-TV Impact Eyed in Mobilization Plans 18
Military Aid in Covering Korea Cited 18
War Crisis Boosts News Audience 19
Censorship Question Increases 19
MFA's Radio Policy Pays Dividends 20
'Illegally' Got Data Charged in Richards Case 21
Sheppard Seeks Network Probe 32
Hill Hearings Begin on 'Voice' Expansion 32
Congress Gets Lobby Report 51

Telecasting Section Begins on Page 55

DEPARTMENTS

Agency Beat 8
Air-Casters 48
Allied Arts 50
Editorial 44
FCC Actions 71
FCC Roundup 79
Feature of Week 12
Front Office 46
New Business 10
On All Accounts 9
Open Mike 80
Our Respects To 44
Programs, Promotion, Premiums 74
Strictly Business 12
Upcoming 66

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Halley, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadl, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor.*

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director.* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0773;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

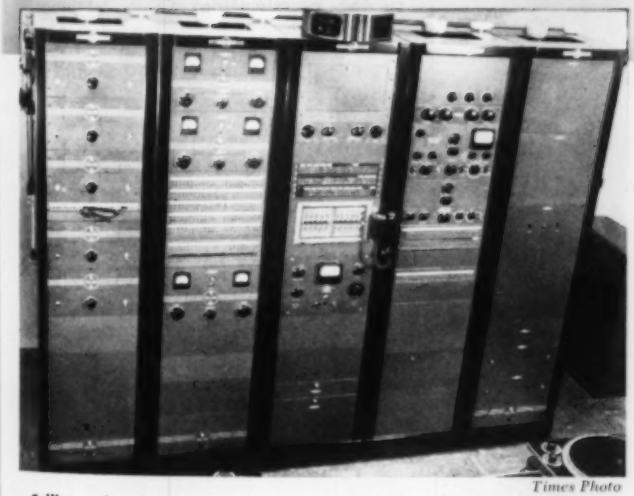
Times Photo

Looking into WQXR's studio B over the Collins 212A console which serves as master control for all five of the station's studios.

Times Photo

Control No. 2, also a Collins 212A console, modified to meet WQXR's own operating requirements.

The New York Times' WQXR selects COLLINS for its new AM-FM studios



Times Photo

Collins rack-cabinet mounted program amplifiers, monitor amplifiers, line equalizers, power supplies, relay units, speaker and warning light relay units, jack panels, and power switching and fuse units.

WQXR, the first "high fidelity" station, was established in 1934, added FM in 1939. In the years which have followed, the station's excellent programming and the high quality of its transmissions have won it the special affection of what is probably the largest, most fought-for "local" radio audience in the world.

WQXR's management, and its engineering and operating staff, constitute a veteran group which has succeeded and knows the answers. The fact that they have chosen Collins equipment for their new Times Building studios, to which they moved last April, has a particular significance for other broadcasting managers and engineers.

If you've set your station's star high, call in your nearest Collins representative and consult him about your transmitting and speech equipment.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18	2700 W. Olive Ave. BURBANK	1330 N. Industrial Blvd. DALLAS 2	Dogwood Road, Fountain City KNOXVILLE	417 Rosalyn Ave. DAYTONA BEACH

DON LAIFFER, program department Terminal Broadcasting, N. Y., to Ruthrauff & Ryan, N. Y., as radio copywriter for Motorola, American Safety Razor Inc. and Kentile.

CLYDE D. VORTMAN, Brooke, Smith, French & Dorrance, Detroit, to Zimmer-Keller Inc., same city, as head of media department.

PHIL THOMPSON, copy and radio director Joseph Katz Co., to Cecil & Presbrey, N.Y., as copy chief; **JOHN A. DONNELLY**, Cunningham & Walsh, N.Y., to C&P, and **JOHN J. SEERY**, freelance artist, to agency's TV production staff.

ALLEN F. FLOUTON, account manager on Procter & Gamble Ivory Soap for Compton Adv., N. Y.; **SEAWARD M. WOODARD**, account executive on all P&G Canadian brands handled by agency, and **BARTON A. CUMMINGS**, executive on P&G Duz account, elected Compton vice presidents.

Mr. Flouton

Mr. Woodard

Mr. Cummings

JULES M. LABERT, account executive Arthur Rosenberg Agency, N. Y., and **PHILIP A. ROLL**, WWDC Washington, to Furman, Feiner & Co., N. Y., as director mail order and other specialized accounts for radio-TV, and creative analyst for radio-TV departments, respectively.

MEYER SACKS, copy chief and member plans board, A. W. Lewin Co., N. Y., to Joseph Katz Adv., N. Y., as copy executive.

RAYMOND W. BALDWIN Jr., Wing Cargo Inc., Phila., to Van Slyck Adv., S. F., as partner.

VIRGINIA CARRUTH, Ted Bates Inc., N. Y., rejoins Kudner Agency, N. Y., in research department.

MERRIOM PIKE, advertising director Dana Perfumes and Morris B. Sachs (department store), Chicago, to Russel M. Seeds Co., Chicago, as fashion coordinator and merchandiser primarily on Elgin American.

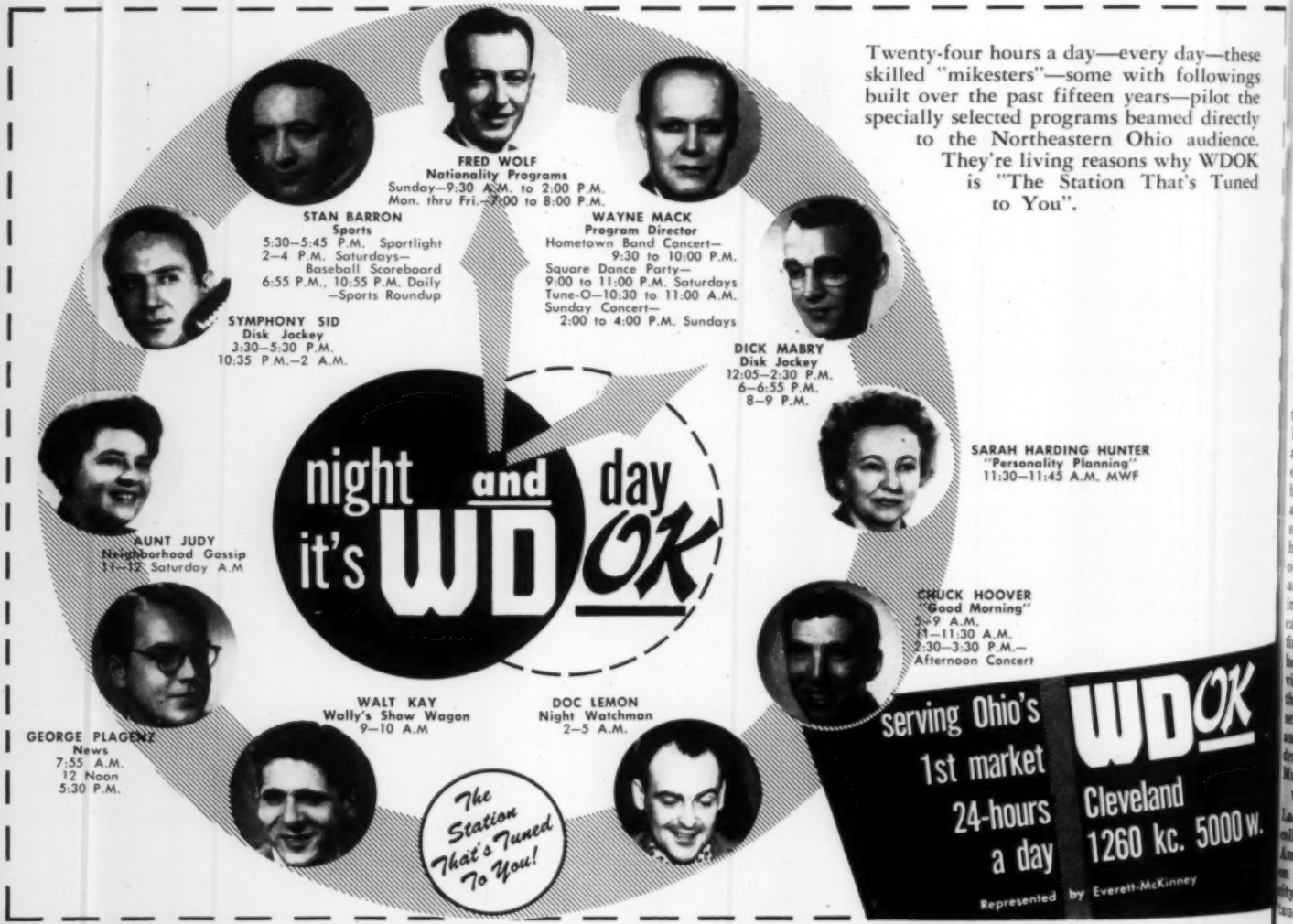
CHARLES V. DAVIS, Leo Burnett Co., L.A., to Barnes Chase Co., L.A. and San Diego, as account executive and merchandising director.

H. WOODRUFF BISSELL, sales promotion director Handmacher-Vogel Inc., N. Y., named vice president in charge of fashion group Geyer, Newell & Ganger, N. Y. **SHIRLEY W. ESTEY**, with agency for past year, promoted to fashion director.

ROBERT G. McKOWN, personnel director, Brooke, Smith, French & Dorrance, Detroit, promoted to business manager. **FRED P. ZICK**, with BSF&D 17 years, to director of graphic arts.

LOU SCOTT, senior account executive McCarty Co., L.A., to Foote, Cone & Belding, L.A., as account executive.

GEORGE DOCK, JR., account executive Albert Frank-Guenther Law Inc., N. Y., named vice president with Regis Paper Co., Mosler Safe Co. and Western Union Telegraph Co. as his accounts.



beat

RITA WAGNER, Hirshon-Garfield, N. Y., account executive, to Hewitt, Ogilvy, Benson & Mather, N. Y., in same capacity.

CLARENCE K. BAGG, sales manager Sylvania Electric Products Television, N. Y., to Bermingham, Castleman & Pierce Inc., N. Y., as merchandising director.

MICHAEL NEWMARK, account executive Friend-Krieger Adv., N. Y., named general sales director.

JACK W. LAEMMAR and HAROLD TASKER to J. Walter Thompson Co., Chicago, as account men, from Foote, Cone & Belding, same city. MURRAY PATTINSON to JWT as film producer from Burton Holmes Inc., Chicago. PETER CAVALLO JR., who handled TV films for JWT, to work on creative TV programming.

ROBERT H. OTTO, president export advertising firm of same name, to speak on "Advertising in Europe Today," at Export Adv. Assn., N. Y., July 27. Recently returned from four-month study tour of Europe.

on all accounts

JIM SHELBY, radio-television director at McCann-Erickson, Chicago, admits that his former leaps and turns as a Hollywood stunt man "come in right handy in this business." A fast-moving agency executive who now rides herd on several national accounts instead of on dogies in cowboy movies, Jim still executes a necessary number of stunts in his job.

He became involved in the Hollywood scene after lending his talents to an imposing lineup of activities in Chicago, his hometown. In all his work, however, "I still operate best before an audience—large or small," he says. The ham in him came out when he was 6 and started acting in amateur theatricals. Before he finished high school, he won a three-year violin scholarship to the American Conservatory of Music and a four-year dramatic scholarship to Chicago Musical College.

JIM

While simultaneously attending Lakeview High School, business college, and working for the American Radiator Co., Jim walked on and off every stage in the city when stock companies, Chautauqua acts and opera groups came to town and sought supernumeraries. His boss at the radiator company, a frustrated actor, gave him two weeks each summer in addition to a two-week vacation, and Jim toured the Midwest on one-night stands. When 21, he starred in stock and in Federal Theatre productions. In the winter, when roving thespians folded their tents, he went back to Chicago.

Jim appeared in most daytime serials originating during that soapers' heyday from Chicago on order of Blackett-Sample-Hummert, and was one of the original cast of *Orphan Annie*. For a brief contrast, he went to California on vacation—and stayed two years.

On Sunset Blvd. he stage-managed plays for the Hollywood Writers Club, where embryonic writers showcased their efforts. He soon gave this up for profitable stunt riding and acting in westerns. Working with Gene Autry ("a young beginner"), Jim became the (temporary) rage of movie horse operas because of his curly blonde hair. "All the others were brunette."

He had learned to be an ace

(Continued on page 47)

ON THE
WASHINGTON SCREEN

Tomorrow's NEWS Pictures on Your TV Screen tonite!

3 top-flight 5-minute shows at sign-off time

when WMAL-TV HAS the AUDIENCE

Using last-minute tele-photo pix!

Today's NEWS with late pix

Five minutes of the LATEST headline news with Acme Telephoto pictures. Up-to-the-minute news and pictures prepared locally on strip film. Complete coverage pictures of TODAY'S IMPORTANT NEWS STORIES!

BASEBALL Scoreboard

The latest scores and action pictures of today's day and night games, with fresh, amusing cartoons showng final scores while announcer details hits, runs, and errors.

Tomorrow's WEATHER on TV tonite

A complete U.S. Weather Map enabling viewers to see weather conditions throughout the nation. Special close-up map of the weather picture in the Washington area . . . projected forecasts and cartoon drawings illustrating weather conditions.

Each Show—5 minutes—Mon. thru Sat.

Check Availability TODAY with ABC Spot Sales

Here's Washington's afternoon favorite—

"The Sports Parade"

featuring

VARIETY REVUE ♦ SPORTS RESULTS

MONDAY thru SATURDAY
3 to 6 p.m.

(One minute participations available)

WMAL WMAL-TV WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D. C.

Jazz...
FOR THE NATION

WDSU Produces and Promotes Local Talent To a Nationwide Audience!

"SHARKEY" BONANO

"PAPA" CELESTIN

From New Orleans—birthplace of jazz—WDSU sends a torrid half-hour of Dixieland music coast-to-coast every Saturday night (via ABC). Local jazzmen Bonano and Celestin have now become nationally famous figures. For the nation... or for New Orleans only ...WDSU can successfully plan and produce your show.

Ask Your JOHN BLAIR Man

AM TV FM WDSU NEW ORLEANS

ABC AFFILIATE

new business

WESTERN UNION TELEGRAPH Co., N. Y., appoints Albert Frank-Guenther Law Inc., N. Y., as agency. Radio will be used on nation-wide basis in key markets.

RAYTHEON Mfg., subsidiary Belmont Radio Corp., Chicago, planning extensive radio-TV in fall for 1951 TV line. Agency: Henri, Hurst & McDonald, Chicago.

ALLEN B. DuMONT LABS, for TV sets, planning national radio and TV shows and spots in upcoming expanded campaign. Agency: Campbell-Ewald, N.Y.

STEUER LABS Inc., Pittsburgh, appoints Susman & Adler, Pittsburgh, to direct advertising. TV to be used in Pittsburgh market.

CANADIAN CELLUCOTTON PRODUCTS Co. Ltd., Toronto (Kleenex), will soon start spot campaign on about 25 Canadian stations. Agency: Spitzer & Mills, Toronto.

TIP TOP FOODS Inc., Oakland (packer Tip Top Cream), appoints Garfield & Guild, S. F. Radio-TV will be used.

FLORSHEIM SHOE CO., Chicago, looking for half or quarter-hour TV show to advertise its women's shoe line in about 10 markets selectively. Agency: Walter L. Rubens, Chicago.

ILLINOIS MEAT CO., Chicago, auditioning video packages preparatory to sponsorship of live shows, either three-a-week or across board, next fall. Starting markets expected to be Chicago, N. Y. and Detroit. Agency: Arthur Meyerhoff, Chicago.

MARINE BROTHERS Inc., N. Y., TV, radio, electrical appliance dealer, appoints McLaren, Parkin, Kahn Inc., N. Y., as ad agency and public relations counsel.

Network Accounts . . .

TONI Co., Chicago, extends its "saturation plan" for radio for six weeks with renewal of three ABC shows from Aug. 7 through Sept. 15. *Chance of a Lifetime*, Tues.-Thurs, 1:30-1:45 p.m., CDT, Mon.-Wed.-Fri., 1:45-2 p.m., CDT; *Quick as a Flash*, Tues., 10:30-10:45 a.m., CDT, Mon.-Wed.-Fri., 10:45-11 a.m., CDT, and *Carol Douglas Show*, five-a-week, 11:15-11:30 a.m., CDT. Agency: Foote, Cone & Belding, Chicago.

BENDIX HOME APPLIANCES Inc., Chicago (automatic washers, clothes dryers, etc.), to sponsor *Chance of A Lifetime* over 36-station ABC-TV network, beginning in September. Agency: Tatham-Laird, Chicago.

BROWN SHOE Co., St. Louis, sponsoring *Smilin' Ed McConnell* on NBC, buys half-hour on alternate Saturdays on NBC-TV for film version starting Aug. 26, 5:30-6 p.m. (CDT), using 14 stations. Agency: Leo Burnett, Chicago.

NASH DIV., Nash Kelvinator, Detroit, Sept. 21 starts *Nash Airflyte Theatre*, CBS-TV, Thurs. 10-30-11 p.m. Agency: Geyer, Newell & Ganger, same city.

BLATZ BREWING Co., Milwaukee, renews *The Roller Derby*, ABC-TV, Thurs., 10:30 p.m. to conclusion. Fourteen-city hookup to be used for 5 weeks starting Sept. 28. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

BOND CLOTHING STORES, N. Y., to sponsor *Hands of Destiny*, DuMont TV network, Fri. 9-9:30 p.m. starting Sept. 8 for 52 weeks. Agency: Grey Adv., N. Y.

SUNDIAL SHOE Co., Manchester, N. H., renews *Lucky Pup*, CBS-TV, Fri., 6:30-6:45 p.m., effective Aug. 18.

Not PI but PRARLOC

means fair-and-square rates for each advertiser

PRARLOC (**P**roved **R**eturns **A**t **R**ates **L**isted **O**n **C**ard) is the Westinghouse policy of uniform, *published* rates for broadcasting services.. as opposed to "deals" for station time made on a "**P**er **I**nquiry" basis.

What's wrong with "deals"? Nothing that isn't wrong with closely-guarded deals in almost any other business. The trouble with **"PI"** arrangements is that rates are bound to vary for services of equal value. Consequently, someone gets hurt. It could be you.

We believe that adherence to fair and equitable rates benefits the entire advertising industry. And when uniform rates are combined with a record of proved returns, advertisers are sure to profit, as they did in these two examples:

- In a survey recently concluded by one national advertiser, KDKA produced business at the lowest cost recorded in a list of over 50 stations.
- With KYW the only medium used, a manufacturer of diapers obtained a 52 percent sales gain in Philadelphia.

Similar reports come in regularly from Westinghouse stations in Boston, Fort Wayne, and Portland, Oregon. Ask your Free & Peters representative for details!

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Stuart Finley's

"CAPITAL SCRAPBOOK"

"Capital Scrapbook" in just a few short weeks has established itself as another WRC sales and programming first.

Finley's human interest coverage of Washington area features, temperately balanced with recorded tunes, provides another vehicle for your product in the rich capital area market.

Check the audience response story on "Capital Scrapbook" with WRC Sales or National Spot Sales.

1:15 - 1:45
(Monday thru Friday)

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

SUMMER hiatus, long the bane of broadcasters and other business executives, has suffered another severe jolt as a result of the summer campaign recently launched by KOIL Omaha in connection with ABC outlet's 25th anniversary.

Pointing to the campaign's success, KOIL executives reported 14 new accounts were sold, 11 accounts reinstated and four accounts increased their schedules.

Promoting the KOIL "Silver Summer," campaign was kicked off with ads in the Omaha and Council Bluffs, Iowa, newspapers. Then, for two weeks, car-cards appeared in Omaha and Council Bluffs streetcars and busses. Also tied in was a direct mail piece sent to a list of 400 KOIL advertisers, prospects and agency executives.

Along with this, a taxicab sign urged people to "take along a portable" so they wouldn't miss any of KOIL's summer programs.

KOIL personalities also promoted KOIL programs heard on different days in order to expand and reach as much of the KOIL listening audience as possible. Prizes awarded in various contests prepared by KOIL staffers were displayed for a month in a store window in downtown Omaha.

Taxi carries sign as part of KOIL's "Silver Summer" promotion.

* * *

The entire campaign was climaxed when KOIL stayed on the air all night with special programming commemorating 25 years of service to the community. On July 10, the anniversary day, ABC network shows saluted the station, contest winners were announced and an hour and a half show brought salutes from former KOIL personalities, federal, state and city officials.

strictly business

DUDLEY

DUDLEY BREWER, salesman for the Branham Co., station representative firm in Chicago, now sings sweet overtures to agencies instead of strains from "The Mikado" and "Desert Song" to audiences at the Radio City Music Hall and St. Louis Municipal Opera.

A native of St. Louis, Dudley switched from amateur to professional singing after college study and agency work. Interested in advertising, he enrolled in a pre-journalism course at the U. of Missouri and stayed two years. A summer job at D'Arcy Agency in St. Louis became permanent, and he remained in the media department two years.

Advertising slumped during the depression years, and Dudley, who had sung in church choirs and amateur productions for many years, earned a role with the St. Louis Municipal Opera after public auditions. He appeared as a tenor at the city's Gargantuan amphitheatre, which nightly during the summer months has presented light operettas and musicals for 30 years. It has given a start to such stars as Allan Jones and Cary Grant, who trod the boards with Dudley. Some time later, Dudley auditioned with "what seemed like thousands" of singers in New York, passed four eliminations and was hired as a member of the Glee Club which opened Radio City Music Hall in 1933.

He vocalized through four shows daily (five on Sunday), studied voice on a scholarship and appeared each Sunday on a broadcast. This three-way self-on-

(Continued on page 75)

In Providence
too, it's the BIG
Independent

MON. — FRI.
8 a.m. — 12 n.
WHIM
is SECOND
leading 3 out of 4 Network

MON. — FRI.
12 n. — 6 p.m.
WHIM
is SECOND
leading 3 out of 4 Network

SATURDAY
8 a.m. - 6 p.m.
WHIM
is FIRST
leading all 4 networks

* Dec. '49 — April '50 — Hoope

Call:
Adam J. Young, Jr., Inc. or Kettell-Carp
(Boston) or Bob Engles, Gen'l Mgr.
UN 1-4211

"One of the Nation's
leading Independent

WHIM
1110 on the dial
in Providence, R.I.

XUM

To a radio advertiser

who can't afford Godfrey

In case you're beginning to believe that Arthur has all the CBS time on the air and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may know more about an oookelele, but who eats oookeleles? Iowa produces more beef than Godfrey and Texas combined.

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What's more, WMT has more sponsors than Godfrey!

WMT's 2.5 mv contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa's WMT budgets at $27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes.

Please ask the Katz man for additional data.

5000 WATTS

WMT
CEDAR RAPIDS

Day & Night

600 KC

BASIC COLUMBIA NETWORK

A little money

does BIG things on

WITH

CALL YOUR HEADLEY-REED MAN FOR THE WHOLE STORY

IN BALTIMORE

BROADCASTING
TELECASTING

Vol. 39, No. 4 WASHINGTON, D. C., JULY 24, 1950 $7.00 A YEAR—25c A COPY

ANA STRATEGY SNAGGED

Three Networks Reject Rate Meet

By ED JAMES

A CAREFULLY-PLANNED campaign of the Assn. of National Advertisers to force a reduction in radio network rates last week received an abrupt set-back when three of the four major networks decided to reject an ANA invitation to a meeting this week.

Although none had made an official statement of its position at the time this story was written, it was learned authoritatively that ABC, CBS and NBC had made up their minds not to attend. Mutual's feelings on the subject could not be learned.

The precise intentions ANA had in mind when it invited the networks to individual meetings with the ANA Radio and Television Steering Committee [BROADCASTING, July 17] were carefully concealed, although ANA had admitted "advertisers are becoming increasingly concerned at the decline in radio time values."

But the real goal of the ANA, BROADCASTING has learned on unimpeachable authority, was to demand reductions in time rates and talent costs to achieve an over-all decrease of 15% in gross billings.

Cite 30-Page Report

This purpose was made clear in a 30-page report prepared by the ANA Radio and Television Steering Committee and distributed to ANA members within the last fortnight. The membership has been sworn to strict secrecy as to the contents of the report.

It was considered a significant aspect of the ANA strategy that no network was provided with a copy of the steering committee's report. The only document the networks received was an invitation from Paul B. West, ANA president, to attend a meeting July 26 at New York's Waldorf-Astoria Hotel.

The networks were invited to meet individually with the ANA steering committee on that date.

According to an ANA spokesman, the association suggested the networks meet with the steering committee individually on the theory that one network might not wish to discuss financial matters in the presence of others.

A different purpose, however, was ascribed to the single-network meetings by some network executives. They sensed in the invitation a possible tactical effort to corner the networks one-by-one in the hopes that one, without reinforcement of the others, would yield to the ANA persuasion.

The steering committee with which the broadcasters were asked to meet is composed of some of the networks' biggest clients, a formidable group to be arrayed in a conference regarding rates.

Act on Legal Advice

As one leading network executive put it: "If the ANA succeeded in getting one network to cut rates, we'd all be in trouble."

The excuses given by the three networks in declining Mr. West's invitation were that they were acting on advice of legal counsel.

The discussion of a reduction of rates by networks with an association of advertisers might be interpreted as collusive price fixing and hence a violation of anti-trust laws, the lawyers advised.

The legal reasoning provided a diplomatic excuse for the networks to stay away from the meeting.

No network was willing to antagonize the ANA, and for that reason all networks were loath to discuss for publication the maneuvering surrounding the ANA proposal.

Although the ANA steering committee report was guarded by ANA and its members with greater care than has been lavished on any association document in recent times, this publication learned authoritatively that it bristled with statistics and interpretations of statistics, all intended to prove that the radio audience has been so whittled away in television centers that the total value of radio network advertising has declined by 15%.

The steering committee was understood to have taken the position that it did not particularly care how networks cut rates so long as an over-all reduction of 15% in both time and talent costs was accomplished.

The report was said to have underscored a demand for very sizeable rate decreases in television markets, where individual radio rates would have to be slashed by much more than 15% if the national average reduction were to amount to that figure.

Use Nielsen Figures

According to responsible sources, much of the ANA report was based on the steering committee's interpretation of recent Nielsen figures regarding audiences in television markets.

The demand for reduction in radio rates is not new, but the formal investigation of the subject by the ANA steering committee and the solidly organized drive by ANA members to attack the situation with the full force of the asso-

(Continued on page 16)

COLD REMEDY BUDGETS UP

For Radio-TV

By FLORENCE SMALL

SPOT BUDGETS in both radio and television by cold remedy and cold preventive makers, heavy seasonal clients, will measure up to and in some cases exceed those of last year's record breaking outlay, judging by a BROADCASTING survey last week of fall preparations now underway at advertising agencies.

Harry B. Cohen, president of Harry B. Cohen Adv. Co., New York, expressed a typical viewpoint in discussing plans of his client, Grove Labs (4-Way Cold Tablets), when he said that "4-Way Cold Tablets will increase its budget in radio and will expand in television."

The firm will use one-minute ET's, participation programs and chain breaks in all principal radio markets starting in September or early in October. Last year 4-Way Cold Tablets tested the use of television in a few markets but will increase that number this fall.

Another cold relief advertiser, Musterole Co., Cleveland, through its agency, Erwin Wasey & Co., New York, will use 100 radio markets, starting early in the fall.

Seeck & Kade, New York, maker of Pertussin, plans to use a spot schedule in more than 100 radio markets and several television markets. Erwin Wasey & Co., New York, is the agency.

Bristol-Myers' Resistab is planning a strong national spot campaign, plus hitchhikes on its radio and television network shows. Kenyon & Eckhardt, New York, is the agency.

Vicks Plans

Vicks Chemical Co., New York (Vicks Vaporub, Vicks Medicated cough drops, Vicks Inhaler, Vicks Va-Tronon nose and throat drops), is planning to use spot radio for at least three of its products in radio and television. Agency is Morse International, New York.

Emerson Drug Co., Baltimore (Bromo-Seltzer), a year around advertiser, will continue to sponsor *Hollywood Star Playhouse* on CBS, but will supplement the network show with spots in both radio and television.

Anahist Co., New York (Anahist anti-histamine tablets), is "considering both network and spot radio and television," John W. McQuire, director of advertising of the company, told BROADCASTING.

Last year the firm sponsored the following network programs: *The Falcon* on MBS, *Counterspy* on ABC and *True or False* on MBS. In addition, Anahist participated in *Cavalcade of Stars* on the DuMont Television Network. Definite plans to resume sponsorship of the latter program in the fall are set. Foote, Cone & Belding, New York, is the agency.

Other cold relief advertisers whose media plans include radio, but won't be completed for another fortnight are: Whitehall Pharmacal Co. (Hills cold tablets) through Duane Jones Co., New York; Grove Labs (Antamine) through Sullivan, Stauffer, Colwell & Bayles, New York, and Union Pharmaceutical Co. (Inhiston anti-histamine tablets) through Cecil & Presbrey, New York.

XUM

ANA

(Continued from page 15)

ciation were regarded as grave developments which would need to be met by broadcasters with opposition at least as solidly organized as the ANA.

The first serious effort by a national advertiser to depress rates came to light several months ago in an exchange of correspondence with Frank Stanton, CBS president. Mr. Stanton released his letter of response to the advertiser's demand for rate cutting, although the CBS president withheld his correspondent's name.

The arguments made by Mr. Stanton at that time still hold good. In addition to specific points that he debated in regard to interpretations the advertiser had made of audience rating figures, Mr. Stanton spoke of broader economic factors affecting broadcasting and all advertising.

Mr. Stanton said that if the advertiser were a maker of automobiles (which he was not) "you would now be paying labor about $1.72 an hour, instead of $1.28 in 1945. You would be paying $88 a ton for steel, instead of $58. And you would be selling your car for $2,000 instead of $1,200.

Cites Fallacious Reasoning

"An advertising medium," said Mr. Stanton, is a business "controlled by the same economic tides —the same rising costs of doing business" as other enterprises.

"Yet advertisers have gone on the assumption that each advertising dollar should buy exactly the same number of people, or more, in 1950 as in 1948 or 1946 or any other year," Mr. Stanton said. "Of all factors that make up the country's production-distribution equation, advertising has probably remained closest to the dollar prices of two, five or 10 years ago."

Of all advertising media radio has delivered increasingly good dollar values, Mr. Stanton pointed out. In 1948 CBS delivered 134 more prospects per dollar than the largest magazine, he said. In 1950 CBS delivers 163 more.

Yet it is not apparent that advertisers seriously oppose rate increases by magazines, as witness the recent rate rise of *Life*. Radio, meanwhile, has kept its rates low.

The advertiser with whom Mr. Stanton exchanged letters last May is reportedly a big one and also a member of ANA.

Some 200 ANA members use network radio. According to ANA, its members spent roughly $44,250,000 in network radio and television time in 1949. Since television accounted for a minor part of that total, it is probable that the radio gross network time billings of ANA members would amount to some $40 million. Total gross billings of the four major networks last year were $187,830,799.

Members of the powerful ANA steering committee are William B. Smith, Lipton Tea; A. N. Halverstadt, Procter & Gamble; Howard M. Chapin, General Foods; Walter Lantz Bristol-Myers; Rex B. Budd, Campbell Soup; Stanley Clark, Sterling Drug; A. S. Dempwolffe, Celanese Corp.; Gordon Eldredge, Ford Motor Co.; Patrick Gorman, Philip Morris; Robert B. Gray, Esso; Donald Hause, Armour & Co.; Robert Healy, Colgate-Palmolive-Peet; C. J. Hibbard, Pet Milk; Robert Kesner, Coca-Cola; Stanley Manson, Stromberg-Carlson; J. Ward Maurer, Wilkinson; A. S. McGinness, Firestone Tire & Rubber; R. J. Piggott, Grove Labs.; Henry Schachte, Bowden Co.; Ed G. Smith, General Mills; William M. Stedman, American Home Products, and George T. Duram, Lever Bros.

Drawn for BROADCASTING by Sid Hix

"All this and heaven, too!"

Folsom Salary Raise

FRANK M. FOLSOM, president of RCA, has been granted a salary raise to $165,000 BROADCASTING learned last week. Mr. Folsom's salary and fees from RCA during 1949 totaled $140,000. The new salary rate began June 1, 1950, and continues in effect until Mr. Folsom's present contract terminates Dec. 31, 1952.

ANA RATE MOVE

How It Was Planned

THE DECISION by the Assn. of National Advertisers to seek immediate slashes in network radio rates was made at a meeting of the ANA Radio and Television Steering Committee June 8, BROADCASTING learned last week.

The strategy of the campaign was drawn up at that meeting. In summary it was:

(1) That a serious effort be made for force reduction of rates immediately.

(2) That the ANA Radio and TV Steering Committee should prepare a persuasive presentation, reinforcing its demands for rate reductions with enough statistics to convince the networks that the ANA was well informed on the questions.

(3) That once the presentation was prepared it should be revealed to the networks at meetings with the entire ANA Radio and TV Steering Committee present so it would be clear that ANA members were solidly behind the association's demands.

(4) That a subcommittee composed of W. B. Smith of Thomas J. Lipton Inc.; Howard Chapin of General Foods, and George T. Duram of Lever Bros. be given the mission of preparing the presentation.

It was this subcommittee that put together a 30-page argument for rate reductions that it intended to present to the networks at the meetings proposed for this week.

At the strategy meeting of the ANA steering committee it was agreed that the meeting itself and the subsequent presentation to be prepared by the subcommittee would be considered confidential among ANA members.

A note accompanying a report of the meeting that was sent to ANA members said: "Please consider this matter confidential in order not to handicap the committee's efforts in your behalf."

Procedure Set

A similar warning accompanied the presentation prepared by the subcommittee when it was sent to ANA members. The strategy of the ANA, it was clear, was to keep its intentions secret until it could entice the networks, one-by-one, into the disadvantageous tactical position of being confronted by the imposing membership of the ANA steering committee this week.

The ANA Radio and TV Steering Committee members were advised of some audience studies made by individual members who asserted they were convinced that television had made such serious inroads into radio as to justify a demand for lower radio rates.

A. N. Halverstadt, of Procter & Gamble, was understood to have told the committee that he had figures showing that radio's cost-per-thousand in principal television markets had risen substantially.

He said he reached that conclusion after this process of deduction: He obtained from radio stations in principal TV markets their own estimates of the number of radio homes they reached. He then deducted from those figures the estimated number of television homes in each area. Taking the evening radio rate for the stations, he estimated cost-per-thousand available homes before and after deducting for television and arrived at his conclusion that in television markets radio's cost-per-thousand has gone up.

There was no indication in the committee's report that Mr. Halverstadt had taken other factors into consideration.

Mr. Smith, of Lipton, introduced rating data which he said substantiated the thesis that radio time values had declined in television areas.

All members agreed, at the June 8 meeting, that in making its presentation to the networks the ANA should not submit specific rate adjustments. This instruction was followed by the subcommittee in preparing its presentation, in that the networks were to be told that an over-all reduction of 15% in time and talent costs was wanted, but the ANA did not care how the networks adjusted to that end.

DRAKE RESIGNS

To Leave WDGY Post

MEL DRAKE, vice president and general manager of WDGY Minneapolis has announced his resignation. He plans to remain at WDGY, however, until his successor has been named.

Mr. Drake

Mr. Drake is president of the Minnesota Broadcasters Assn. and has served as a member of NAB's Unaffiliated Stations Committee for the last two years. He also is a director of the Stuart Investment Co. which owns KOIL Omaha and KFOR Lincoln, in addition to WDGY. His future plans were not announced.

NBC ASKS EXTRA TIME

At Affiliate Meet

NBC pitched its argument for a network daytime hour across the board, to replace current station time, to about 30 executives of key affiliate stations meeting in Chicago Thursday.

Charles R. Denny, executive vice president and acting head of NBC radio, conducted a morning session at the Stevens Hotel. He presented the network's request for allocation of a one-hour daily slot from the stations to the network for sale to four sponsors. The time period which NBC wants relinquished is 1 to 2 p.m. EDT, 11 to 12 p.m. CDT and 9 to 10 a.m. Pacific time.

Although the business meeting was closed, it is understood complete plans of the potential sponsors were outlined. Oct. 1 is deadline for answer from the affiliates. The four 15-minute strips would originate in New York to the Midwest and West Coast from 11 to 12 p.m. CDT, with a taped repeat broadcasting for the East Coast between 1 and 2 p.m. EDT.

Four Take Option

Four advertisers have taken no option on the 1-2 p.m. NBC daytime period and are ready to start sponsorship of its programs in the fall, if the network is able to clear the station time.

All heavy radio users, the advertisers are Armour & Co., Chicago; Kellogg Co., Battle Creek; Manhattan Soap, New York, and Bristol-Myers, New York.

Manhattan Soap Co. is expecting to switch its show *We Love and Learn*, currently in the 11-11:15 a.m. time in New York, to 1:45-2 p.m. Duane Jones Co., New York, is the agency.

The other three advertisers will sponsor new programs. Mary Margaret McBride, currently on WNBC New York, from 1-2 p.m., will be switched to another time segment, most likely starting at noon.

In response to the NBC proposal to place network shows in the 1-2 p.m. station time, spokesmen for the affiliates were understood to have pointed out that two principal difficulties confronted them in considering the network request.

One was that their revenue would be decreased if they yielded the time to the network. Their income from network commercials is considerably lower than that from local accounts.

The other was that many of them already were solidly committed to local advertisers in that time period.

They said they would have to weigh the network's argument (that the insertion of the network programming in the 1-2 p.m. spot would strengthen the entire network lineup) against the disadvantages in loss of revenue and possible antagonism of local sponsors.

The network did not press for an immediate decision by the stations, although its representatives advised affiliates they hoped to have their replies soon.

Some of the affiliates asked Joseph H. McConnell, NBC president, for clarification of his views as to the future of network radio rates—a subject he had treated at length in an address three weeks ago before a meeting of the South Carolina Broadcasters Assn. [BROADCASTING, July 10].

Mr. McConnell said that although he had said in that speech that an eventual decrease in radio rates seemed inevitable, it was not indicated soon.

True Analysis Urged

He emphasized that close re-examination of his speech would show that its principal point was that radio rates were still realistic and that radio was still a good buy.

The planned day-long meeting presumably went so well for the network that it was cut to a morning session, followed by luncheon.

There was talk among affiliates of clearing at least a half-hour (two 15-minute segments) on an additional time, rather than a swap for other optioned network time.

Station men attending were not revealed, but among stations represented from all areas of the country, aside from NBC owned outlets were WBAP Fort Worth, KSTP St. Paul-Minneapolis, Westinghouse and Steinman groups, WWJ Detroit, WTIC Hartford, WHO Des Moines, WOC Davenport, WTMJ Milwaukee, WLW Cincinnati, WPTF Raleigh, WMC Memphis and WDAF Kansas City.

Niles Trammell, board chairman, welcomed the group, after which NBC President McConnell was introduced. Mr. Denny presided.

NBC officials on hand included I. E. Showerman, Central Division vice president; Paul McCluer, NBC Chicago network AM chief; Hugh M. Beville Jr., research director; Harry C. Kopf, administrative vice president; William Brooks, vice president in charge of news; Sydney Eiges, vice president in charge of public relations; Gustav B. Margraf, vice president and general counsel; David C. Adams, assistant to Mr. Denny; Easton C. Wooley, director, Stations Dept.; Burton K. Adams, director, station relations.

CBS Show on NBC?

KELLOGG CO., Battle Creek, through its agency, Kenyon & Eckhardt, New York, has bought an option on the *Burns & Allen* show for daytime presentation. Novel aspect of the deal—aside from the renewed impetus it gives to the trend of big nighttime shows switching to daytime radio—is the fact that the show is a CBS package which the firm hopes to air on NBC, 1:30-45 p.m., providing the affiliates clear the time. As far as is known, it will mark the first time that one major network will "own" a show on another system.

Mr. THOMAS

* * *

THOMAS TO WOR

To Head Video Operations

EUGENE S. THOMAS, vice president and general manager of WOIC (TV) Washington, will return to New York upon transfer of that station to WTOP Inc., to become manager of television operations of Teleradio Inc., licensee of the WOR stations in New York.

Announcement of the appointment was made Friday by Theodore C. Streibert, president of Teleradio Inc. to whom Mr. Thomas will report. Mr. Thomas, a 15-year veteran in the WOR organization, will assume his new duties within the next few weeks. He plans to take a vacation following FCC approval of the WOIC sale, expected momentarily.

Mr. Thomas was in the fore-

(Continued on page 26)

MITCHELL SUCCESSOR

Speculation Mounts

SPECULATION on the successor to Maurice B. Mitchell, who resigned as director of Broadcast Advertising Bureau to accept an executive sales position with NBC [BROADCASTING, July 17], mounted last week as the special NAB board committee on BAB operations focused eyes on its upcoming session in Washington Thursday and Friday.

Whether a successor would be named for Mr. Mitchell before Thursday was not known, though the outgoing BAB director is expected to attend the sessions. His resignation is effective Aug. 15.

First mentioned as a possibility for the Mitchell post last week was Eugene S. Thomas, general manager of WOIC (TV) Washington [CLOSED CIRCUIT, July 17]. He was eliminated last Friday, however, when President T. C. Streibert of Teleradio Inc., New York, announced Mr. Thomas' appointment of TV operations (WOR-TV).

The name of Frank Pellegrin, national sales manager for Transit Radio Inc., also cropped up, though it was pointed out that NAB board rules prohibit anyone holding stock interest in stations from serving on the NAB staff without board dispensation.

Mr. Pellegrin is one third owner of WATO Oak Ridge, Tenn., 35% owner of KSTL St. Louis, Mo., and a major stockholder in Hamtramck Radio Corp., proposed grantee of a new AM station in Hamtramck, Mich.

From Radio Field

William B. Ryan, NAB general manager, has indicated that Mr. Mitchell's successor will come from the broadcasting field, and that he would be selected "immediately."

There also was sentiment for a movement designed to influence Mr. Mitchell to reconsider his resignation. Paul G. White, general manager of WEIR Weirton, W. Va., wired NAB directors to "rouse" its membership to organize a "concerted drive" against the resignation. Mr. Mitchell had "no comment" on the proposal.

The sessions slated for Thursday and Friday will deal in general with BAB affairs, and specifically with preliminary plans for separation of BAB from the association itself. Target date for separation of the bureau is April 1, 1951.

A five-man committee, headed by Robert D. Swezey, WDSU-TV New Orleans, was instructed by the board last June to prepare a plan for separation of the sales arm of the association looking toward independent financial status. BAB's current budget is roughly $170,000.

Other members of the special advisory group who will convene this week include: Edgar Kobak, WTWA Thomson, Ga.; Charles Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga.; and William B. Quarton, WMT Cedar Rapids, Iowa.

MOBILIZATION PLANS

Radio-TV Impact Eyed

By JOHN OSBON

RADIO and television manufacturers last week were mulling the ramifications of President Truman's request for a system of priorities and allocations — partial civilian mobilization which portended cutbacks in production of electronic equipment and component parts.

Also indicated was a drain on the civilian labor force of communications, electronic, and other key specialists, who were tabbed for early duty by the Army and Air Forces.

On the heels of Mr. Truman's message to Congress Wednesday, legislators proposed a "Defense Production Bill" designed to give the President power to divert present existing plant facilities, materials and services from civilian to military channels, as well as to provide for expansion of productive facilities.

Congress promised early action on the President's proposals, and the Senate Banking and Currency and House Banking committees slated early hearings, with W. Stuart Symington, chairman of the National Security Resources Board, as a leadoff witness.

The President also addressed millions of televiewers and radio listeners. His message—first of its kind in TV annals—was carried by major radio and TV networks Wednesday at 10:30 p.m. EDT.

Suppliers Hit First

Authorities at Radio-Television Mfrs. Assn. were quick to point out that civilian requirements of the industry, while certainly important, would be "relatively small" in point of tonnage as compared with needs of the automotive and other industries. The effect of the President's proposals, they contend, will be felt initially by suppliers of these vital materials and last by set manufacturers.

Falling in that category are such items as copper, tungsten, aluminum and others. It also was pointed out that, during World War II, the radio-television industry substituted more readily available metals, such as aluminum for steel, and plastics for metals. Replacements also were used for copper.

Full Scale Needs

In the event of full-scale war, authorities point out, the radio-TV manufacturing capacity would logically be reduced to the point where the industry could afford only replacement parts to meet civilian needs. Upwards of 90% of total output probably would be siphoned off to military channels.

Immediate military needs for electronic equipment and component parts have not been disclosed by the National Security Resources Board and Munitions Board. But early estimates indicate requirements for the Korean situation can be met without serious cutbacks in radio-TV civilian production. Overall needs are not expected to exceed 20% of industry output, according to Robert C. Sprague, president of RTMA [BROADCASTING, July 17].

In any event the industry appears far better prepared for an all-out emergency today than it was at the outbreak of the last war, Mr. Sprague feels.

It was generally felt that new legislation to give the President power to control materials to fulfill military needs would have relatively little immediate effect on set manufacturing in the next two or three months.

Set Makers Apprise

Individual set manufacturers last week, however, were looking ahead in view of the threatened allocation of essential materials. They agreed that the prospect of increased military purchases would aggravate an anticipated fall shortage of TV receivers.

Arthur Freed, president of Freed Radio Corp., urged dealers to set commitments for the remainder of 1950 before the usual mid-August buying period.

Warning that TV manufacturers may be among the first to feel the impact of rearmament, Mr. Freed noted that resistors and condensors used for transmitters may be "critical materials before long" in the light of their demand for use as electronic military equipment. His company presently is engaged in government work, he revealed.

Frank A. D. Andrea, president of Andrea Radio Corp., foresees a huge television boom this fall because of the threat of electronic parts being diverted to military needs. He said the inventory of TV receivers now being held by manufacturers, distributors and dealers

(Continued on page 53)

RCA Pledges Aid

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last week pledged RCA's "fullest cooperation" in U. S. efforts to curb aggression. He telegraphed congratulations to President Truman for the President's "illuminating messages to the Congress and the people of the United States" and said that RCA was "at your service."

TV Reflects Sincerity

TELEVISION has put a new face on government — one which gives the viewer a double-check on the sincerity of the words spoken by officials in their reports to the people and permits a fuller understanding of what they say. This was forcefully demonstrated in President Truman's telecast speech last week. The thousands of viewers were impressed by the earnestness of his appearance, the facial expressions, the gestures which gave visible emphasis to his words. Television, it occurred to them, removes or at least greatly minimizes the chances of deception in official utterances. The *New York Times* saw it as "a new element in the functioning of government."

COVERING KOREA

Newsmen Cite Military Aid

IN THE VIEW of network news chiefs, the cooperation of Gen. MacArthur's headquarters in news coverage of the Korean war has been irreproachable, considering the suddenness of U. S. commitment to battle.

No instances of either direct or indirect censorship of radio correspondents—save for the obvious withholding of intelligence that would violate security—have been reported, the news chiefs told BROADCASTING last week.

All pointed out the difficulty of radio coverage of the action because of the absence of communication facilities at the battleground, but they also agreed that this was unavoidable.

News reached New York that the Army was endeavoring to establish a mobile transmitter unit in Korea, although details were lacking. Since the fall of Seoul, no radio facilities have been available anyweher in Korea.

The installation in Korea of a mobile transmitter, capable of relaying through Tokyo to the U. S., would, of course, immeasurably assist in the radio coverage of the war.

The news chiefs applauded Gen. MacArthur's policy of avoiding censorship by the military. All said they were abiding by the security directive issued by Secretary of Defense Louis Johnson (see story page 36).

Generally, they said, the Public Information Office in Tokyo has been helpful to radio reporters. In the early stages of the war, there were instances of inefficiency, but the newsmen agreed this could be attributed to the fact that the PIO, like the rest of our forces, was unprepared for the unexpected Korean war.

A particular difficulty which was cited by the newsmen was the inadequacy of briefings in Tokyo during the first weeks of the operation. This has since been corrected.

Staffs Reinforced

By last week all networks had reinforced their news staffs in the battle area.

ABC, although without a full-time staffer on the scene, has taken numerous reports from Jimmy Cannon, also of the *New York Post*; John Rich and Ray Falk, both INS.

CBS has its own veteran correspondents, Bill Downs and Bill Costello, as well as Commentator Edward R. Murrow, shuttling between Korea and Tokyo.

MBS has Robert Stewart in Tokyo and is taking reports from Walter and Edith Simmons, of the *Chicago Tribune;* Pat Michaels and Jack Reed, both INS.

NBC has George Thomas Folster and William Dunn, both veterans of World War II Pacific campaigns.

Directing coverage from New York are Thomas Velotta, ABC vice president in charge of news and special events; Edmund A. Chester, CBS director of news; A. A. Schecter, MBS vice president in charge of news, special events and publicity, and William F. Brooks, NBC vice president for news and special events for sound broadcasting.

NETWORK correspondents on duty at the Pentagon get official information on developments in Korea. L to r: Leslie Higby, MBS; Capt. Robert Cranston, Radio-TV Branch, Office of Public Information, Dept. of Defense; John Edwards, ABC; Ray Scherer, NBC, and Alexander Kendrick, CBS. All four major networks have lines into the Radio-TV Branch studio in the Pentagon.

WAR CRISIS BOOSTS NEWS AUDIENCE

Air Time Up

THE FIRST statistics on radio news listening available since the outbreak of the Korean war showed last week a spectacular increase in size of the news audience, and, at the same time, a BROADCASTING survey disclosed a considerable rise in the amount of time devoted to news broadcasts.

A special Hooper survey conducted during week-days in the period July 5-11 showed that average ratings for news programs of all major networks in the early evening hours were 63% bigger than for new programs in similar periods in the first week of July 1949.

The same survey disclosed that listening to all types of programs in the same periods was up 24% over the first week of July 1949.

The Hooper survey, made on order of NBC, showed that network, which had more news shows in the period studies than any other network, achieved a 73% increase in average ratings of its news.

Generally, there has been an increase in time devoted to news programs and also a revision of some public affairs programs to focus their interest on the Korean war, BROADCASTING learned.

War in Korea has thus far increased the time devoted to news on radio and TV, but without a proportionate increase in actual sponsorship, according to networks and stations queried by BROADCASTING.

Among the networks, only ABC reports any perceptible affect upon sales. Since June 26 cooperative ABC news shows have been sold to 45 cities, whereas for the same period last year only about 18 cities were buyers.

Expects Renewals

ABC also reports that three, and possibly four, news programs which sponsors expected to drop before the Korean war are now expected to be renewed. One new 10-minute spot to begin in late August has been sold, apparently because of the sudden spurt of public interest in the war front.

NBC, while reporting no increase in sponsorship attributable to the crisis, has found queries from agencies and advertisers swinging back toward those of the war years. Studies of the 1940-45 period are underway, and it is recalled that by 1945 most networks' prime evening time was filled. The wartime affect upon news media, it is remembered, was a decline of advertising impressions in printed matter at the same time that the rate-of-impressions was rising in radio.

CBS reports no sales increase attributable to the international news and is reserving comment until an overall survey of its operations is completed sometime this week.

MBS reports no perceptible effect in its sales. Although a recent query of MBS stations revealed the surge of public interest in news which seems to be general, it is felt that it is too early to judge the manner in which the new interest will be reflected in sales.

Many advertisers, it is believed, consider the present picture too uncertain for any action and are inclined for the present to "wait and see."

The TV picture roughly parallels that of radio, insofar as any sales effect is discernible.

New York Picture

Among New York radio stations, only WOR and WMGM have experienced any sales rise attributable to the war. WOR reports sponsorship of two additional 15-minute spots, plus increased demand for spots and station break near news programs. WMGM, after a slight rise in time sold, is shifting its selling presentation with that in mind.

Of one thing the survey indicated there is no question. The intensified thirst for news which characterized the war years has appeared again, and network and stations without exception have responded to it.

Of the networks, only CBS has added new news staff members. But there has been either a shift to topics highlighted by Korean events on programs already scheduled, or the addition of new programs for the purpose, or a combination, among all the major networks.

CBS has adapted its *You And . . .* series, scheduling *You and Korea* and *You And Military Service*, as well as switching most discussion and public service shows to kindred topics.

NBC considers the news schedule developed by it during the last war and retained since as "ideal," whether for war or peace. But it has added an estimated 15 minutes per day in bulletin "break-in" news, altered its 11:15-11:30 a.m. news spot to *Report on Korea*, and shifted the topics of scheduled news and public service programs.

Mutual Technique

MBS, besides changing scheduled programs to timely subjects and employing extensive bulletin "break-ins," has added Major George Fielding Elliot, Sunday at 10:30 p.m., and special reports on Korea nightly at 11 and 11:55.

ABC also has shifted to the topic of the day on scheduled programs such as *Town Meeting*, Tuesday, 9-9:30 p.m., and *United or Not*, Monday, 10 p.m. ABC already had revamped news schedules on June 20, and when the Korean news broke had two 15-minute, five-day spots set up. Subsequently a third 15-minute spot has been added.

What happened in the networks happened also among the stations. WOR last week added 56 "capsule news summaries," almost every hour on the hour, to its 110 15-minute news programs per week previously scheduled. WOV New York took similar measures which more than doubled its time scheduled for news, providing hourly coverage regularly and intermittently quarter-hour reports. WMCA New York also doubled its news air time, adding spots every half hour to its previously scheduled reports on the hour. WMGM increased its scheduled news by 30%, including two one-hour newsreel shows and one extra 15-minute spot five-days.

There was comment to the effect that now is a poor time for attempting to judge the effect of war in Korea, both because of the relatively short duration of the fighting to date, and because this is the off-season in radio sales. Other remarks indicated a feeling that sales-wise the effect of crisis is only of accentuation, that the wider reach and later news afforded by radio-TV over other media simply becomes more impressive when the public is under tension.

CENSORSHIP QUESTION

Security Issue Rises

QUESTION of censorship — and the problem of military security versus freedom of information — arose into sharper focus last week among broadcasters, press association correspondents who furnish stations with spot news, and legislators on Capitol Hill, some of whom "erupted" over public disclosures involving American troop movements.

Meanwhile, key officials of the National Security Resources Board continued to study blueprints which envision an Office of Censorship similar to World War II.

Week's Highlights

Among the week's developments:

● Protest by the National Assn. of Radio News Directors over ouster of AP and UP correspondents from Korea, and demand for a "uniform military censorship" . . . in a matter consonant with security.

● Statement by Gen. Douglas MacArthur that "the press alone should assume responsibility" in the Korean emergency.

● Demands by Capitol Hill solons for tightening up the release of military information "at the source."

● Advice to stations by NAB that they be "cautious . . . in handling news," with emphasis that Defense Secretary Louis Johnson's military directive is "not censorship, voluntary or otherwise."

NSRB officials made plain last week that blueprints providing for creation of an Office of Censorship would be in the form of recommendations to the President, to be submitted only in the event of all-out emergency and mobilization. They indicated the office would be along lines comparable to the group headed by Byron Price in the last war, and expressed concurrence with most of his sentiments.

For the present, they felt that broadcasters could be guided largely by the text of Secretary Johnson's directive on the disclosure of certain military data and statistics and the voluntary code of wartime practices [BROADCASTING, July 17].

Any potential censorship office, they confirmed, would be manned by representatives of radio, television, press, motion picture and other media. Appointment of a director would, of course, rest with the President.

The problem, they affirmed, resolves itself into two groups: (1) withholding of information at the source, and (2) actual censorship of information. They noted that the military probably would exercise the upper hand in decisions involving the former.

They backed up one of Mr. Price's 1945 observations that some people feel that the censor "should commit in the name of security all of the errors which have helped often enough heretofore to discredit censorships, to divorce their procedures completely from the dictates of common sense, and in the end to weaken greatly their effectiveness." That would not be "wise or expedient," Mr. Price felt.

The developments relating to the ouster of the AP and UP correspondents from the Korean war zone drew strong protests from the National Assn. of Radio News Directors early last week.

In a telegram sent to Defense Secretary Johnson, the NARND president, Jack Shelley, asserted that such action "greatly under-

(Continued on page 34)

FCC Actions

INITIAL decision to grant new AM station at Patchogue, N. Y., on 1580 kc, 250 w daytime, to Patchogue Broadcasting Co. reported by FCC last week. Competitive bid of Mid-Island Radio Inc. would be denied. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 71 and FCC Roundup on page 79.

XUM

An Insurance Firm's Radio Policy

With a Healthy Sales Dividend

By DICK FERGUSON
ASSISTANT TO DIRECTOR OF ADVERTISING, MFA MUTUAL INSURANCE CO., COLUMBIA, MO.

IN FOUR short years the MFA Mutual Insurance Co., Columbia, Mo., has gained national prominence in the insurance industry. It is now one of the leading risk carriers in the state, and much of the success in its phenomenal rise stems from the use of sponsored radio time. Participating in nearly four hours of radio time each day, on programs originating from 13 different Missouri stations, the company's management is sold on this medium because it sells insurance!

The MFA Mutual Insurance Co. was founded Aug. 31, 1945 and actually commenced business operations Jan. 1, 1946. Growth of the company has been rapid and it has performed excellent services for its policyholders.

Since organization, the company has written gross premiums in the amount of $6,018,456 and paid net losses to its policyholders totaling $1,525,768. It being a mutual company, there are no stockholders and all surplus earnings belong to the policyholders payable to them in the form of dividends. Total net dividends paid to policyholders since organization amount to $757,195.

Lines of insurance written are: Automobile, Farm and Personal Liability, Fire, Hospital and Surgical Benefits, General Public Liability, Glass, School Bus and Farm Equipment. The rating of this company is A+ (excellent)—so reads Dunne's Insurance Report on MFA Mutual for 1950.

First Coordinated Radio Started in 1945

MFA Mutual is but one of the 30 or more major units which, along with 250 local retail Exchanges and 125,000 farmer members, make up the Missouri Farmers Assn. Some of these major units had been making scattered use of radio from time to time, but it was in 1945 that the home office of the Missouri Farmers Assn. got interested in radio and started working with the units to coordinate the programs and sales copy.

This coordination was expedited by MFA Mutual which tied right into radio when it was organized. Operating on a state-wide basis MFA Mutual is the only unit that shares in the sponsorship of programs on all of the 13 stations. On one station MFA Mutual shares sponsorship with two other units, but the number of sponsoring agencies ranges upward on others to a total of 17 units and Exchanges sharing in the cost of the MFA *Radio Roundup* on KWRE Warrenton.

Interested particularly in reaching farmers, the MFA Mutual Insurance Co., from its home offices in Columbia, has concentrated on smaller stations that make up in local interest and listener loyalty for what they lack in kilowatt power.

Formats of the MFA programs are varied. For instance: *A Visit With Your MFA Neighbors* is the title of a man-at-the-Exchange program heard daily on KFRU Columbia, 1 to 1:15 p.m. Now in its fifth year, the program is conducted by KFRU Program Manager Harold Douglas, who has remote equipment set up in the local Exchange for interviewing customers.

Chick Interview Drew Phone Orders

Many amusing interviews have originated on this program. For example, the prospect of interviewing a chicken over the radio may not appear illuminating to listeners, but it has been done over KFRU. One afternoon Mr. Douglas ran out of courageous conversationalists, but not discouraged he pushed his mike into a nearby box of baby chicks to see what sort of response he could get. He was not disappointed, for the folks in Columbia still laugh about this interview.

Questions arose as to the content of the chicks' conversations, but more important were the orders phoned in for baby chicks. Keynote to the 15-minute program is informality. Mr. Douglas never uses a script, and the word "rehearsal" makes him raise one eyebrow in consternation.

Similar *MFA Neighbor* interview type of programs, with local variations, are carried on KIRX Kirksville, KMMO Marshall, KXEO Mexico and KCHI Chillicothe.

Bulletin Board Service Has Neighborly Appeal

Serving as a community bulletin board, the *Man-at-the-Exchange* and *MFA Neighbor* programs are among the most listened-to programs on the stations carrying them. They serve the local community in much the same way as the local newspaper. People turn to the local paper for news about their neighbors and to the *MFA Neighbor* program to hear their neighbors talk.

Another appeal is the unpredictable feature of the shows. No longer are listeners surprised to hear the neighbor on the next farm followed by a movie star or a man who makes his living by being shot out of a cannon. And the subjects discussed are without limit.

The MFA knows that radio does a selling job, so it is not particularly interested in mail pull. A recent test, however, showed good results.

Almanac Offer Drew Deluge

Along in October of 1949 Dr. C. E. Lemmon, pastor of the First Christian Church in Columbia, suggested the insurance company print and distribute a farmers almanac for the coming year. It took a few days for the "almanac bug" to bite, but when it did it bit hard. An original order for 10,000 copies was printed. Then, without previous notice, one spot announcement was made on each of 11 broadcasts inviting listeners to write in to the station to which they were listening for a free copy. From this one announcement over 3,000 postal requests were received.

In all, 15,000 almanacs were mailed out from the home office, and the company plans to have another almanac available in 1951. Missouri listeners made up 81% of the number requesting almanacs from radio announcements.

From the first programs used by MFA there has been no hesitation to try something new and different. Commercials read by a preacher, interviews with movie stars, announcers who sell MFA Mutual Insurance on the side and hillbilly musicians who plug MFA on their personal appearances in theatres and city halls—that's the way MFA Mutual keeps the interest of listeners.

Formats of the early MFA programs were varied. On KWTO Springfield, for instance, MFA units had a quarter-hour program devoted largely to vocal music provided by a hymn singer and the Matthews Brothers quartet. Each of the brothers was an ordained minister. Matt, the eldest, announced numbers, read the MFA commercials and interviewed persons who visited the program from time to time.

Currently sponsored by the

(Continued on page 52)

THESE top executives of the Missouri Farmers Assn. (l to r, seated): J. M. Silvey, general manager of Farm Supply Divisions and host to visiting business dignitaries; Roy Hatcher, vice president, MFA, and Roy Reed, MFA's director of organization. Mr. Douglas is interviewed at MFA Farm Suppliers Day luncheon by Announcer Harold Douglas of KFRU Columbia.

RICHARDS HEARING

Charge 'Illegal' Data

AMID FCC's counsel's charges that attorneys for G. A. (Dick) Richards obtained evidence "illegally" and counter-charges that FCC attorneys were resorting to "bad words" to "hide their failure," FCC's hearing on Mr. Richards' news policies completed its fifth week last Friday.

The week saw Mr. Richards' counsel succeed in efforts to subpena broadcast material which they claimed was prepared by two FCC witnesses, former employes of Mr. Richards at KMPC Los Angeles, and intended to deceive the public.

But attorneys for the station owner were overruled in their attempts to get subpenas for similar material carried by another Los Angeles station and also to question another FCC witness on the handling of labor news at a union-owned station.

Mr. Richards' counsel charged at one point that FCC attorneys were seeking to impose a gag rule on witnesses, thus preventing them from giving testimony favorable to Mr. Richards.

The hearing, being held in Los Angeles before FCC Examiner James D. Cunningham, involves charges that Mr. Richards, owner of KMPC, WJR Detroit and WGAR Cleveland, ordered staff members to slant news according to his own political and social beliefs. The licenses of the three stations and his plan to transfer control to a trusteeship are at stake.

The charge that Mr. Richards' counsel obtained evidence illegally was the first serious accusation of improper conduct by the opposing attorneys, though there had been frequent and often bitter clashes between the opponents.

Levels Charge

Fred Ford of the FCC Law Bureau leveled the charge in a 2½-page motion which claimed Mr. Richards' attorneys had "by trick and stealth" examined and photostated confidential minutes and records of the Radio News Club of Hollywood, which made the original news-slant charge against Mr. Richards.

Mr. Ford asserted that the news club had voluntarily surrendered its records to Mr. Richards' attorneys for examination of minutes of the February 1948 meeting concerning the charges. He accused the station owner's counsel of breaking a seal on other portions, and asked Examiner Cunningham to "suppress illegally obtained evidence and [grant] other relief to preserve the integrity of the Commission's processes."

Joseph W. Burns, associate counsel for Mr. Richards, replied that he had intended to subpena Radio News Club records and that, if this had been done, he and his associates would have had access to the entire book of minutes. He also accused Mr. Ford of acting as attorney for the news club, charging that the FCC staff had no more right to examine the club's "confidential" records than he had.

"It is significant," Mr. Burns said, "that the Commission counsel is so concerned with keeping secret, keeping from the public, the information as to how this investigation started. They are so hurt by the facts shown in these supposedly secret documents that they are trying to keep them out of this hearing."

In a seven-page reply to Mr. Ford's motion Mr. Burns and Hugh Fulton, chief trial counsel for Mr. Richards, claimed FCC counsel were relying upon "bad words" in an attempt to "put up a smoke screen to hide their failure."

They asserted that an officer of the news club—William J. Burns, secretary-treasurer when the complaint against the station owner was filed—had said they could examine any pertinent portion of the minutes book.

Hit 'Pressure' Guise

FCC counsel, they charged, were trying to "build up" the news club and to conceal that "the pressure behind this effort to deprive these stations of their licenses comes principally from Communist-front organizations and sympathizers and from other groups who seek to silence any political opposition."

Contents of the disputed portions of the minutes were not disclosed. Examiner Cunningham took Mr. Ford's motion under advisement.

Another flare-up came Thursday during Mr. Burns' cross-examination of Maurie Starrels, mortgage investment broker and former KMPC employe. Mr. Burns wanted to know whether a group of FCC witnesses had "got together" for the purpose of depriving Mr. Richards of his KMPC license.

Under questioning Mr. Starrels testified that after leaving KMPC he attended at least one Radio News Club meeting at which filing of a complaint with FCC was discussed. An earlier witness had testified that neither Mr. Starrels, former KMPC Special Affairs Director Clete Roberts, nor George Lewin, another former KMPC staff member, was present during the club's discussions of the subject.

When Mr. Ford objected that "the entire line of questioning about these matters" was immaterial, Mr. Burns retorted:

"The only possible motive for the Commission's counsel in this objection is to try and hide the real reasons for this hearing. They don't want to disclose all the pressure that was brought on the Commission to try and take away the licenses of these stations."

Mr. Burns also referred to a letter sent to FCC by James Roosevelt on stationery of the Democratic State Central Committee of California suggesting an investigation.

"I think it is pertinent," Mr. Burns asserted, "for the trial examiner to determine whether a group of witnesses got together for the purpose of depriving this station of its license."

Examiner Cunningham overruled Mr. Ford's objection, holding the station owner's counsel could continue questioning "in an attempt to impeach the credibility

(Continued on page 30)

RATING WRANGLE

KJBS Proposal Gets Added Reaction

CONTINUED reaction to its proposal that audience research firms The Pulse Inc. and C. E. Hooper Inc. submit to a radio audience test in the San Francisco-Oakland area, was reported last week by KJBS San Francisco.

The station's proposal—that the test consist of Pulse and Hooper ratings of the area checked against a house-to-house personal interview coincidental survey made concurrently—appeared as a full-page ad in the July 3 issue of BROADCASTING, signed by Stanley G. Breyer, KJBS commercial manager.

Mr. Breyer revealed that Sydney Roslow, director of Pulse, and Mr. Hooper, had been invited by the station to serve as personal representatives of their respective firms on the proposed committee which would conduct the survey test. Messrs. Roslow and Hooper already have accepted, with qualifications, the KJBS invitation to submit to the test [BROADCASTING, July 17, 10].

Initial response to the advertisement was heavy, according to Mr. Breyer, who last week released a sample of letters endorsing the KJBS proposal. Letters were received from William N. Berech, advertising and sales promotion manager, Piel Bros. (Light Piel's Beer), Brooklyn, N. Y.; Garrett E. Hollihan, radio and television director, Brisacher, Wheeler & Staff, San Francisco, and James A. Gray, media department, Stockton, West, Burkhart Inc., Cincinnati. Similar endorsement of the proposal was given by Benson M. Sherman, of Benson M. Sherman Inc., San Francisco advertising agency.

Needs One Service

With certain reservations, all agreed with KJBS that the industry, as Mr. Hollihan expressed it, "needs only one audience measurement service—an audience measurement that fulfills requirements agreed upon and fixed by the AAAA, ANA and NAB jointly." Mr. Hollihan questioned, however, results to be obtained from the proposed test-survey and said he doubted whether the test would discredit one firm as compared to the other.

A better approach to the problem, Mr. Hollihan suggested, would be a series of meetings by AAAA, NAB and ANA agreeing upon standards and requirements for the best possible method of audience measurement followed by the establishment—or hiring—of an organization, financed by subscriptions, to provide an audience measurement service along these principles.

While "this suggestion may be impractical as well as idealistic," Mr. Hollihan continued, "I believe it's the only way to solve the problem . . ." and, although he disagreed with KJBS' proposed solution, Mr. Hollihan added, "I agree 100% with your objective." The industry, he concluded, "can't afford to subscribe to three or more inadequate measurement services."

Effort Commended

Mr. Berech wrote: "I want to commend you on your leadership in trying to get to the bottom of a squabble that wasn't doing anyone any good. . . ." Similar interest was shown by Mr. Gray, who said his company would appreciate "being informed of the details and results of this much-needed showdown."

According to Mr. Sherman's statement to BROADCASTING, "the conflict and confusion to which the [advertisement] referred, unless abruptly eliminated, could be disastrous to aural broadcasting."

Pointing out that his firm is a moderate size agency without a research department, Mr. Sherman said: "I have neither the background nor the time to evaluate the merits of the coincidental vs. the recall survey methods. Because of the conflicting figures offered me, I find that I am more inclined to used other media at the expense of radio."

SCHEPP TO CBS

Joins Chicago Sales

REX SCHEPP, former president and major stockholder of KPHO-AM-TV Phoenix, joins CBS's western sales office in Chicago July 31 as account executive, Sales Manager Wendell Campbell announced Thursday.

Mr. Schepp

Mr. Schepp worked at CBS Chicago in 1932 as a salesman for WBBM and became local sales manager in 1940. He then went to WIRE Indianapolis as general manager remaining there seven and a half years.

During his WIRE tenure, he helped organize and served as vice president of North Jersey Broadcasting Co., granted a permit as WPAT Paterson, N. J. In 1943 he organized the Phoenix Broadcasting Co., licensee of KPHO.

1905 John J. Gillin Jr. 1950

JOHN J. GILLIN Jr., 45, one of radio's energetic "first generation" broadcasters, died last Tuesday night of heart seizure.

Mr. Gillin, president and general manager of WOW-AM-FM-TV Omaha, had been stricken the preceding day while vacationing with his family at Dairyman's Country Club, Boulder Junction, Wis. He was moved to St. Mary's Hospital at Rhinelander, Wis., where he suffered a fatal stroke Tuesday night. He had been under doctor's care because of a coronary condition for the past year.

Funeral services were held in Omaha last Saturday at St. Cecilia's Cathedral, with rosary said the preceding evening at the John A. Gentleman Mortuary. Among the mourners was Francis P. Matthews, Secretary of the Navy, who flew from Washington. Secretary Matthews is vice president, a director and general counsel of WOW Inc. and is one-fourth owner. Top NBC executives and many midwest broadcasters also attended.

Development of WOW

Mr. Gillin, recognized as ambassador at large for radio, was active in every phase of the industry prior to discovery of his heart ailment a year ago. While he was forced to forego much of this extra-curricular activity, he, nevertheless, directed the reorganization of WOW, acquired by the corporation in which Mr. Gillin held a one-fourth interest in 1945 from the Woodmen of the World, fraternal and life insurance organization. It was because of Mr Gillin's development of the WOW properties and his contribution to radio generally that Woodmen officials specified he should participate in ownership.

"Johnny" Gillin was as colorful as he was vigorous. Impeccably attired, he was known widely as the man with the rose. A fresh tea rose always adorned his lapel.

Mr. Gillin served several terms as NAB director and headed many of its important committee functions. He was chairman of the 1949 NAB Sales managers committee and a member of the committee set up to establish the Broadcast Advertising Bureau. He had attended many annual conventions of the Canadian Assn. of Broadcasters as the official delegate from the NAB.

Surviving are his widow, the former Marjorie Johanna Paulsen of Omaha, a daughter, Joan Marjorie, 18, a son, John J., 13, his mother, and a sister, Mary Alice Gillin, of Omaha, and a brother, William, long identified with Midwest radio.

Omaha Native

Johnny Gillin was as native to Omaha as he was to radio. He was born in the midwestern metropolis on March 1, 1905. His father had been head of a firm of certified public accountants. He was a graduate of Creighton U. Prep School and there proved to be one of the swiftest sprint athletes in the state, winning four track letters. He also picked up three letters in football and two in baseball. He found time, too, to serve as class president for four years and to become a member of the debating team and to win the elocution contest in his junior year.

He majored in philosophy and history at Creighton College; was president of his class for three years; a member of the track team for two years; college elocution contest winner and achieved almost every other honor obtainable. He represented Creighton at the canonization of St. Aloysius Gonzaga in Rome in 1926. He was elected to Alpha Sigma Nu, national honorary society.

At 22, Johnny turned to radio. He became assistant manager of the Chicago offices of National Radio Advertising Inc., early day non-exclusive station representatives. After two years, he returned to Omaha for one of his clients, Kozak Inc., manufacturer of a dry wash. He represented the organization in six states and also attended Creighton Law School, completing his law class in 1931, but he returned to radio and became chief announcer of WOW. A year later, he headed the station staff as commercial program manager.

Johnny had hobbies. They were his family and people.

GILLIN TRIBUTE

CAB Wires NAB's Miller

TELEGRAMS expressing condolence over the death of John Gillin, president and general manager of WOW Omaha, and eulogizing him as "the best friend Canadian radio ever had in the U. S.," were sent last week to NAB President Justin Miller, by officials of the Canadian Assn. of Broadcasters.

William Guild, association chairman, wired Judge Miller that Mr. Gillin "earned the respect and admiration of Canadians coast to coast and his cheery personality and sound advice will be sadly missed at future conventions of CAB."

T. J. Allard, secretary of CAB, said that "the entire Canadian radio industry learned with shock and sorrow" of Mr. Gillin's death, and stated that "we always regarded him as the best friend Canadian radio ever had in the U. S., and as the best ambassador the U. S. ever had to Canada." Mr. Allard asked that CAB's condolences be passed on to Mr. Gillin's family, friends and associates.

NBC PAYS RESPECTS

To John Gillin

NBC AFFILIATES meeting in Chicago last Thursday (story page 17), passed the following resolution:

Whereas: John J. Gillin Jr. had for many years devoted himself ceaselessly and with constant zeal and endeavor to the task of elevating standards and ideals of the broadcasting industry and

Whereas: He had without stint or thought to his own personal strength given of his energy, physical and spiritual, to the solution of the problems of his fellow broadcasters, particularly those in the NBC network, and

Whereas: he was admired and beloved by all of us for his inspired leadership, his ready wit, his unflagging enthusiasm, the warmth of his personality, the sincerity of his purpose in life, the energy devoted to helping his fellow man, now therefore

Be it resolved: That we record with profound sorrow his passing from our midst and express to his widow and family our sincere sympathy over their loss. The memory of Johnny Gillin shall forever be enshrined in our hearts.

SALES MEETING

RSN Session July 29-30

NATIONAL meeting of the Radio Sales Network will be held July 29-30 at Hotel Texas, Fort Worth, according to Curtis Bowles, president of Bowles & Co., national representative, and RSN.

Sessions will include a two-day panel discussion on the operation and function of the network. Among affiliate station managers and national directors scheduled to attend are the following:

Wayne Phelps, KHUZ Borger, Tex.; H. A. Degner, KOCA Kilgore, Tex.; Thomas Sewell, WMGY Montgomery, Ala.; Socs Vratis, KOLE Port Arthur, Tex.; Warren Gilpin, WCOR Lebanon, Tenn.; R. W. Chapman, KSTB Breckenridge, Tex.; C. A. (Bill) Humbert, KVMA Magnolia, Ark.; Ken Duke, KDDD Dumas, Tex.; J. C. Stallings, KOSF Nacogdoches, Tex.; Albert Cooper, KEVA Shamrock, Tex.; B. P. Pinkston, M. M. Rochester, KSEL Lubbock, Tex.; J. A. Gallimore, WSNW Seneca, S. C.; Boyd Kelley, KTRN Wichita Falls; Felix Adams, WRJW Picayune, Miss.; Guy Harris, WJMB Brookhaven, Miss.; Elmer Salter, WAUD Auburn, Ala.; Tom Foster, KDET Center, Tex.; Paul Goldman, KSYL Alexandria, La.; W. E. Bradford, KSST Sulphur Spring, Tex.; Robert A. Graef, Gould, Brown & Sumney Inc.; Robert J. Horst, Transcription Sales Inc.

STONE RESIGNS

Will Leave WSM Post Oct. 1

HARRY STONE, vice president and general manager of WSM Nashville and one of the pioneers of radio management, has resigned effective Oct. 1 for reasons of health.

Mr. Stone

The 52-year-old broadcaster, identified with the Nashville clear-channel station since 1928, says he plans to "get well first" and then continue in radio as a consultant, talent manager, and program builder. His health has been poor for several years.

John H. DeWitt Jr., WSM president, was reported taking over station management along with his other duties upon the resignation of Mr. Stone, who will be inactive in WSM affairs pending the effective date of his resignation.

In Radio Since 1922

Mr. Stone has been in radio since 1922, when he helped construct WCBQ, Nashville's first station. Others who worked on that project included Mr. DeWitt and George Reynolds, now WSM chief engineer.

At the outset of WCBQ's operation Mr. Stone served as the announcing staff, program director and press agent. A year later he took a job as set salesman for a local store, and in 1924, when the station was sold and its call letters changed to WBAW, he was called in as commercial manager. He was instrumental in selling Maxwell House Coffee Co. its first radio show.

In 1928 Mr. Stone joined WSM which had been established by the National Life & Accident Insurance Co., and in 1932 was made general manager. Under his direction the station assumed stature as one of the nation's leading farm stations. In 1937 it attracted world-wide attention with some 82 hours of continuous broadcasting of Louisville flood bulletins and messages.

Developed Talent

He has been closely identified with the *Grand Ole Opry* program almost from its inception, and was its only announcer and master of ceremonies for several years. He has figured in the development of many stars, including James Melton, Dinah Shore, Kay Armen and Smilin' Ed McConnell.

Mr. Stone is a former chairman of NBC's Stations Planning and Advisory Committee and also was the first chairman of the Clear Channel Group of stations. He was named president of the Tennessee Associated Press Broadcasters when that organization was formed last fall.

Your Spot Radio Dollar Is A Better Bargain Than Ever

WHO Costs 52% Less Than in 1944, and Influences 66% More Buying Power!

Even though the costs of most commodities and services have risen by leaps and bounds since 1944, comparisons prove that spot radio in Iowa actually costs less today than five years ago.

In terms of *home radio sets*, WHO cost 52% less than in 1944. This of course is due to the fact that Iowa home sets have increased by 1,236,000 (136%) since 1944* (and modern research proves that *sets* make today's audience).

Even more startling than the lowered time-cost-per-thousand-home sets, however, is the fact that Iowa income in the same period of time increased $1,510,100,000, or 66%. (Iowa's income in 1944 was $2,287,000,000; in 1949 it was $3,797,100,000.) *If in 1944 the expenditure of $1 for radio time impressed $1,000 of income, $1 today would impress an income of $3,460. This means that expenditures on radio today in Iowa are more effective as regards total income by the astounding amount of 346%!*

Since 1944, Iowa radio homes have even increased 29%, for a total of 769,200. Comparing WHO's 1944 and 1949 rate cards, this represents a drop of 10.6% in time costs, per thousand radio homes. Thus, in addition to covering far more radio homes and receiving sets per dollar, spot-radio advertisers on WHO influence vastly greater purchasing power now than in 1944. And, remember this analysis is for *home* sets alone—it omits the hundreds of thousands of sets in Iowa cars, barns, stores, schools, restaurants, offices, etc., as well as additional millions of sets in WHO's vast secondary areas in "Iowa *Plus*."

No wonder WHO is today a "Better Buy Than Ever." For additional facts about WHO's great audience potential, write to WHO or ask Free & Peters.

---

*SOURCE: The 1949 Iowa Radio Audience Survey. This famous Survey of radio listening habits has been made annually for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

IOWA MARKET COMPARISONS

	1944	*1949*	*1949 Increase*
Retail Sales	$1,240,815,000	$2,423,608,400	95%
Income	$2,287,000,000	$3,797,100,000	66%
Farm Income	$1,627,000,000	$2,265,000,000	33%
Bank Check Transactions	$2,058,885,000	$3,159,176,000	53%

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Can we do anything for you

IN SYRACUSE...

Maybe you don't have any chores to be done in Syracuse, or St. Louis or Portland . . . but how about the *other* markets listed at the right? Whatever you need, ask the Colonel! *All* those cities are "hometown" to us because we're constantly checking them, studying them, working in them. We know the ropes, and it would please us a lot to be helpful. Say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

E..ST. LOUIS . . . OR PORTLAND?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

XUM

JAY C. HORMEL (2d r), board chmn., George A. Hormel Co., greets Harry Howe (2d l) after his Chicago performance on Hormel's *Music With the Girls*. With them are (l to r) H. H. Haupt, v. p., BBDO; Ralph Keller, gen. mgr., Hormel sales; James L. Stirton, gen. mgr., ABC Central Div.; Robert Brethauer, ABC sales.

ON behalf of the Radio Executives Club of Boston, Harold E. Fellows (l), general manager, WEEI Boston and new president of the club, presents a silver cocktail shaker to Craig Lawrence, general manager of WCOP and outgoing president of REC for "outstanding service."

DWIGHT NEWTON (standing l), radio columnist, presents *San Francisco Examiner's* "Favorite Program Award" to man and wife radio team Monty and Natalie Masters (seated) for their weekly NBC Western network show *Candy Matson*. Standing at right is John Elwood, gen. mgr., KNBC San Francisco, where show originates.

AWARD from the National Safety Counsel is presented to Gilbert Elliott (l), president and general manager of Derby Foods Inc., by Ned Dearborn of the Counsel, for Derby's *Sky King* on ABC. Show was cited for "teaching a youthful audience the wisdom of being careful."

CITATION of National Council of Catholic Men to WOAI San Antonio for its presentation of *Catholic Hour* for 20 years, goes to Hugh A. L. Halff (center) WOAI pres.-gen. mgr. from Francis Bowen (l), Archdiocesan Counsel of Catholic Men. John J. McMahon, pres., Our Lady of the Lake College, looks on.

ARTHUR GODFREY is welcomed in Chicago for dedication of Meigs Field, new airport. L to r: John Akerman, WBBM asst. gen. mgr.; Wendell Campbell, CBS Chicago sales mgr.; Mug Richardson, Mr. Godfrey's producer; Mr. Godfrey; Janette Davis, singer; Ken Craig, CBS Central Div.

KFWB SALE

Maizlish, Schine Buy From Warner Bros.

APPLICATION for sale of KFWB Hollywood by Warner Bros. Pictures Inc. to Harry Maizlish and Schine Chain Theatres Inc. for $350,000 was tendered for filing with FCC last Thursday [CLOSED CIRCUIT, July 10].

Mr. Maizlish, general manager of KFWB for 13 years, would become 51% owner of the outlet while Schine, principal owner of WPTR Albany, N. Y., would hold remaining 49% interest. An independent outlet, KFWB is assigned 5 kw fulltime on 980 kc. The station was established in 1925.

The sale price includes $250,000 to be paid for the stock of Warner Bros. Broadcasting Corp., licensee of the station and wholly-owned Warner subsidiary, and $100,000 to be paid for the station's transmitter site. The buyers have obtained a condition loan of $350,000 from the First National Bank of Boston to cover the transaction upon FCC approval. Current assets of KFWB over current liabilities total about $110,000, the application said, which will continue to be available to the licensee in operating the station.

Mr. Maizlish and Schine have formed KFWB Broadcasting Corp., a new firm which will acquire the stock in the licensee from Warner Bros. Pictures. They also have formed KFWB Realty Corp. which will acquire the station's transmitter site and lease it to KFWB Broadcasting. The latter would become licensee upon eventual dissolution of Warner Bros. Broadcasting after the transfer is approved.

Mr. Maizlish is president of KFWB Broadcasting while his personal attorney, Harry E. Sokolov, is secretary. Mr. Maizlish's assistant and secretary for 11 years, Theola R. Sanders, is a director of the firm. Representing the Schine interests as KFWB officers are G. David Schine, vice president, and George Harnagel Jr., treasurer.

Agreements between the KFWB stockholders provide that Mr. Maizlish will be employed as station manager at $25,000 per year and that any stockholder wishing to withdraw or sell part of his holding must first offer it to the other stockholders.

All of the stock of Schine Chain Theatres is owned beneficially by Schinebro Inc., Gloversville, N. Y. J. Myer Schine is 65% owner of this latter firm while the remaining 35% is owned by Louis W. Schine. Mr. Harnagle is with the Los Angeles law firm of McCutchen, Thomas, Matthew, Griffiths & Greene. G. David Schine, newly elected vice president and director of WPTR [BROADCASTING, July 17], also is vice president of Hildermart Corp., Gloversville hotel operator.

Transfer papers were filed with FCC by the Washington radio law firm of Cohn & Marks.

Thomas

(Continued from page 17)

front of those being considered for directorship of NAB's Broadcast Advertising Bureau in succession to Maurice B. Mitchell, whose resignation becomes effective Aug. 15. Mr. Streibert's announcement eliminated Mr. Thomas from consideration.

Mr. Thomas has headed WOIC since it commenced operations in January 1949. Under his management, the station was brought into the black in less than 18 months.

Before joining WOIC, he was sales manager for WOR. A past president for two terms of the New York Advertising Club and former president of the Sales Executive Club, he is now a director of NAB, representing the TV industry, and of the Advertising Federation of America. Mr. Thomas also belongs to the Washington Kiwanis Club, the Washington Board of Trade, and the National Press Club.

Earlier in his career, Mr. Thomas reported for the *Washington Herald*, was copy editor and reporter for the *Washington Daily News*, and was feature writer for the *Washington Star*. Then he did public relations work for Thomas R. Shipp Inc., Atwater Kent Mfg. Co., General Motors, NBC and other corporations. He managed Atwater Kent's national radio auditions.

Mr. Thomas headed the radio department of H. W. Kastor & Sons, Chicago advertising agency, before he left to join WOR in 1934. There he served successively as director of sales, promotion and advertising, assistant sales manager, sales manager and secretary of the executive committee.

Educated in Washington public schools, George Washington U. and Harvard U.'s Graduate School of Business Administration, Mr. Thomas is married to the former Sunny Maxwell. They have a son, Bruce M. Thomas, 9.

NARBA Changes

CHANGES in facilities of Mexican stations, as reported under provisions of the North American Regional Broadcasting Agreement, now being re-negotiated, were announced by FCC last week. XEOK Monterrey Sept. 10 is to switch from 500 w daytime on 950 kc to 500 w day, 250 w night on 920 kc. Same date XETR Ciudad Valles is to switch from 125 w on 1490 kc fulltime to 1 kw daytime on 1120 kc. XELX San Luis Potosi, 250 w day on 1120 kc, has been deleted. XECX Queretaro, 1 kw day on 1520 kc, has changed call to XENA. XECB Aguascalientes, 500 w day on 1170 kc, and XEIY San Luis Rio Colorado, 250 w on 1450 kc, have exchanged call letters.

XUM

The biggest non-pressure group in America

They have no name, no federation, no newspaper headlines. Yet they make up the most important group in America.

Who are they? ***They are the savers***—more than 100 million of them. On their savings depends much of America's growth.

These thrifty, self-reliant people constitute the backbone of America. **Among them are the 80 million men and women who own life insurance.** They are providing for themselves and their families.

Beyond that, the money they have saved is not idle. Far from it! It is providing plants and tools for industry and business. It is helping to make jobs, build homes, finance Government.

These savings are a vital force in America's vast production and are helping to make opportunity for all of us.

3 ways to protect the buying power of your savings

1. **Do your share** to help lessen the pressures on Government for more spending. When we keep asking for more services, more benefits, we must expect to pay for them. **Remember, it's *your* Government.**
2. **Back up all efforts** to balance the budget. When Government lives beyond its income, borrowing money to make up the deficit, prices tend to rise, reducing the buying power of your savings. **Remember, *you're* the saver!**
3. **Support economy**—elimination of waste. Whatever Government spends, you pay either directly in taxes or indirectly in prices. **Remember, it's *your* money.**

When Americans have the facts, they make the right decisions. That is why the life insurance companies and their agents bring you this message. To protect the buying power of savings is the job of each and every one of us.

Institute of Life Insurance

488 Madison Ave., New York 22, N.Y.

RCA Studio Cameras at WOR-TV, New York

WOR-TV uses 11 cameras like these—6 mounted on RCA Studio Pedestals and 5 mounted on RCA Crane-type Dollies.

XUM

America's Leading Stations Use RCA TV Equipment

...WOR-TV, for instance

ONE OF THE NEWEST and most carefully planned television stations in the East, this great Mutual Network Station is now delivering video shows to more than 1,500,000 homes in the New York metropolitan area.

Widely known for excellence of its technical facilities, WOR-TV is backed by one of the most able engineering staffs in the business. Not satisfied to recommend studio and field equipment from specifications alone, *this staff carefully tested and compared the equipment of several manufacturers.*

Today WOR-TV is supported by a complete installation of RCA TV Studio Equipment. Eleven studio cameras like those pictured here. Eight RCA Field Cameras—that help give New York the widest sports coverage in television. A complete RCA push-button video relay-switching system to serve the master control room and three studio control rooms. Complete RCA film camera chains . . . picture monitors . . . stabilizing amplifiers . . . synchronizing generators . . . distribution amplifiers . . . power supplies.

When you plan for TV . . . or add equipment to your set-up . . . follow the networks. Go RCA!

Your RCA TV Equipment Sales Engineer will help you plan. Call him. Or write Dept. 19-GD, RCA Engineering Products, Camden, N. J.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

XUM

Richards Hearing

(Continued from page 21)

[of testimony] about the preparation of affidavits and accumulation of evidence which Radio News Club brought to the attention of the Commission."

Mr. Starrels said he "tried to follow Mr. Richards' order on news slanting as much as possible," but didn't always cary out the owner's instructions. When he thought Mr. Richards was not listening to the radio, he said, "we tried to present as objective a newscast as possible."

He said Mr. Richards instructed him to link the name of Henry Wallace with items about communism and sometimes gave orders to ridicule, play down, or completely omit good news stories about certain persons. He testified he was told to use editorials in newscripts, and that he used part of a Westbrook Pegler column in a newscast.

Fred Henry, assistant general manager and program director of KLAC and KLAC-TV Hollywood, also testified he sometimes used newspaper items and editorial matter in KMPC newscasts at Mr. Richards' request during his tenure as associate news editor in 1940-41.

When Mr. Burns objected to questioning about the station owner's "personal views," Mr. Ford replied that charges of anti-Semitism had been made and said his line of questioning was to determine whether Mr. Richards had such an attitude.

Mr. Henry testified that Mr. Richards had referred to former Treasury Secretary Henry Morgenthau as a "damn Jew" and to the late President Roosevelt as a "Jew lover." Under cross-examination he said that, so far as he knew, KMPC never broadcast any false or deceiving statement while he was employed there.

Archibald Hall, a newscaster and news editor of KMPC from 1941 to 1943, testified he was ordered to broadcast unfavorable stories about several prominent Democrats. He said that after he edited an item concerning the late President Roosevelt which Mr. Richards assertedly had dictated and ordered broadcast, the station owner called him a "—— —— Roosevelt lover."

Fond of Mr. Richards

Mr. Hall conceded to Examiner Cunningham, however, that he had never purposely omitted from KMPC newscasts anything favorable to the Roosevelt family. He told Mr. Fulton he had been "very fond" of Mr. Richards, and identified a letter which he sent to the station owner shortly before he left for military service. In the letter he praised Mr. Richards as a "damn good boss and a stalwart Yank."

Mr. Fulton cross-examined Mr. Hall at length on his participation in the activities of the now-defunct Davis Motor Car Co. of Van Nuys, Calif. The witness acknowledged he had used sound effects to simulate a "production line" in making a promotional transcription to be used on various stations.

Mr. Fulton claimed these transcribed broadcasts were intended to deceive potential investors in the motor firm. He succeeded in having subpoenas issued for scripts, transcription, and records which Messrs. Hall and Roberts made for the Davis company.

Mr. Fulton said his request for the records was "to show that these men [Messrs. Hall and Roberts] who had such high standards that they refused to broadcast certain material over KMPC because they considered it derogatory to the late President Roosevelt, did not object to making false statements intended to convince the public that [the Davis company] was a large, bustling factory ready to produce large numbers of automobiles."

Mr. Hall, it was brought out, had been advertising manager and later general manager of the Davis firm. He and Mr. Roberts conducted a publicity and advertising agency after they left KMPC.

Examiner Cunningham refused, however, to issue subpoenas for Davis company material assertedly broadcast over KFWB Hollywood or for the appearance of the Los Angeles County deputy district attorney who is prosecuting Gary Davis, head of the Davis firm, on charges of grand theft involving alleged sale of franchises for distribution of the proposed Davis three-wheel automobile. Mr. Cunningham explained that he did not intend to litigate the Davis case in the FCC hearing.

Other witnesses for FCC were William W. Kenneally, director of news and special events of KFMV Hollywood; Walter S. Arnold, ABC Hollywood announcer; and Walter Carle, Hollywood distributor of a coin-in-the-slot TV receiver. All are former KMPC employes and all testified during the first Richards hearing in March, the record for which was stricken following the death of the then examiner.

Examiner Cunningham stopped Mr. Fulton when the attorney undertook to question Mr. Kenneally on the handling of labor news on KFMV, owned by a subsidiary of the ILGWU.

Mr. Fulton said he was trying to show that the union-owned station carries labor items that other stations would not consider newsworthy, but Examiner Cunningham ruled that this has nothing to do with news handling on KMPC.

Mr. Kenneally said he had received "instructions" from Mr. Richards on the handling of certain items but sometimes ignored them.

Cites Job Warning

He said his superiors in the KMPC newsroom told him that "Mr. Richards exercised direct control over and had great personal interest in the station's newscasts," and asserted he recalled two telephone conversations with the station owner.

He said that in one Mr. Richards ordered inclusion of an item on a foreign-born labor organizer, remarking that "he is a Jew and all Jews are Communists." In the other, he testified, Mr. Richards warned that "if the President and incumbent administration remain in power, jobs of all KMPC employes were in jeopardy."

Mr. Kenneally spent most of Tuesday afternoon identifying newscripts, testifying that many items included were ordered by Mr. Richards through George Lewin, then news editor, or Mr. Roberts. He also testified that some newsscripts were "short," but didn't imply they had been "tampered" with.

Mr. Arnold, with KMPC in 1941-42, testified he was ordered by Mr. Richards to use anti-administration newspaper items and editorials on newscasts. Asked on cross-examination whether he thought he had broadcast "false or misleading" information on KMPC, he replied: "No, I wouldn't say so."

Mr. Carle, news editor of KMPC from November 1943 to April 1945, said he "ignored as much as possible requests from Mr. Richards that editorials and certain news stories published in Los Angeles newspapers he included on KMPC news programs."

When he argued about the "ethics" of a request for the use of a copyrighted, by-line newspaper story on a broadcast, he testified, Mr. Richards replied: "The hell with all that stuff."

Repeating testimony presented at the March hearing, Mr. Carle said on one occasion Gene Carr, then Mr. Richards' assistant, relayed an order to broadcast an editorial. He quoted Mr. Carr as saying: "Walter, if he loses his license if he pays a fine, if he goes to jail put it on the 5 o'clock broadcast."

Mr. Carle said he refused to do so and offered his resignation but was told to "sit tight." When he talked to Mr. Richards several days later, he said, the station owner was "very friendly."

L.A. MASS MEET

Demands Probe of FCC

MASS MEETING to demand Congressional investigation of the alleged bias of FCC and to demand ouster of "traitors and appeasers" in the State Dept. and other federal agencies was held in Hollywood's American Legion Hall at 2035 N. Highland Ave. last Thursday night. Presiding at the meeting was C. Don Field, a transportation executive and former California state assemblyman from Glendale.

The mass meeting announcement said the gathering was open to "every good American who wants free speech over radio and who wants to get rid of the traitors and appeasors responsible for the loss of Nationalist China, the dividing of Korea, the blocking of efforts to arm South Korea against Communist conquest."

Resolutions were presented citing "current harassment" of G. A. (Dick) Richards, principal owner of KMPC Hollywood, WJR Detroit and WGAR Cleveland (see story this page). The resolutions also demanded that "the protection of Communism by certain networks and leftwing bias of FCC be given a thorough airing by Congress."

"Americans who want to expose Communism and the New Deal," Mr. Fields said, "find it almost impossible to get time on the radio. Such harassment of radio station owners as is now going on by the FCC, sitting as both judge and prosecutor, makes other radio station owners afraid to let the truth be told over their stations. We hear seven or eight leftwing commentators to every good American on the air," Mr. Field said.

RICHARDS PLEDGE

Sent to President

FCC'S HEARING on the news policies of G. A. (Dick) Richards was called to President Truman's attention last Thursday, in a telegram sent by the station owner offering "our every facility and effort" to assist in the Korean crisis and the campaign against communism.

Pledging the services of his three stations "to you and our beloved country," Mr. Richards offered the President "our every facility and effort to assist the United States and United Nations to end North Korean aggression and to prevent communism at home or abroad from threatening world peace and the American way of life."

He said the stations will aid every such endeavor regardless of interference with commercial programs and consequent loss of revenue as they did during World War II and in other emergencies.

Mr. Richards also said the stations are "being subjected to attack and persecution by the FCC which diverts time and personnel that should be employed elsewhere and impairs our ability to aid this and other paramount and worthy causes."

Mr. Richards is principal owner of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland (also see story page 21).

WTTM LIBEL SUIT

Kelly Is Denied Retrial

APPLICATION of Lloyd Kelly, deputy director of public safety, Trenton, N. J., for new trial of his libel suit against WTTM Trenton has been denied by New Jersey Superior Court Judge Richard J. Hughes, it was reported last week. The ruling upheld the earlier verdict of "no cause of action" by the court [BROADCASTING, July 11, 1949].

Judge Hughes, however, prepared the way for a new trial respecting the *Trentonian* and its editor, Arthur D. Hoffman, co-defendents with WTTM. The court's new action eliminated the question of actual malice on the retrial and also limited damages to compensatory damages only. Cause of the suit was a news commentary by Mr. Hoffman during the *Trentonian's* program on WTTM, the decision said.

NOW—by transcription...

this Sensational New Quarter-Hour Series!

THE ALL NEW

beatrice kay show

beatrice kay

with all-star supporting cast!

The Equal of Top-Rating Network Shows... for Less than the Cost of Local Talent!

The inimitable Beatrice Kay... plus ex-Glenn Miller-Claude Thornhill-vocalist Artie Malvin... music by the Kay Jammers... large male chorus... guest stars! Humor, variety, human interest... beloved oldies and sparkling new melodies... a timely answer to America's latest touch of nostalgia! MC-ed brilliantly by Bea, herself—never more entertaining—seldom more heart-warming!

A fast-moving well-knit show offering local, regional and national advertisers—by transcription—the prestige, listener loyalty and merchandising opportunities of the finest network programs. 156 quarter-hour programs. Complete promotion kit. Tested kick-off promotion gimmick. Write, wire or phone for full audition presentation.

RICHARD H. ULLMAN, Inc.

"Competes with the best... outrates the rest!"

Phone CLeveland 2066

295 Delaware Avenue
Buffalo 2, New York

'VOICE' EXPANSION

Hill Hearings Begin

A CONGRESSIONAL subcommittee last week began hearings on President Truman's proposal to expand the State Dept.'s information program and request for an additional $89 million to implement the Voice of America's facilities and programming functions.

The group, headed by Rep. John J. Rooney (D-N. Y.), held daily hearings during which it heard key State Dept. information officials testify in behalf of the President's recommendations to meet the challenge of Soviet Russia's stepped-up propaganda campaign.

The proposal complements a resolution (S.R.&S. 243) sponsored by Sen. William Benton (D-Conn.) and 12 Senate colleagues and designed to expand the Voice, on which a Senate Foreign Relations subcommittee previously had held hearings.

The Benton proposal had the unanimous support of Brig. Gen. David Sarnoff, board chairman of RCA, who urged creation of a $200 million worldwide radio network; high State Dept. officials, including Secretary of State Dean Acheson; top-level military personalities, like Gens. Dwight Eisenhower and George Marshall, and a number of legislators [BROADCASTING, July 17, 10].

The President's request was taken up in closed sessions last week, Monday through Thursday, as part of an overall supplemental bill for a number of government agencies. Subcommittee also comprised Reps. Daniel Flood (D-Pa.), Prince Preston Jr. (D-Ga.), Karl Stefan (R-Neb.) and Cliff Clevenger (R-Ohio).

A host of State Dept. officials, among them Edward Barrett, assistant Secretary of State for public affairs, and Foy D. Kohler, chief of the International Broadcasting Div., which operates the Voice, reportedly testified on behalf of the additional funds.

New Funds Seen

Administration leaders on Capitol Hill expressed confidence that Congress would approve fresh funds for the Voice and other services, but at week's end it remained a matter of speculation how much of the $89 million sum would be allotted.

It was expected that the Rooney subcommittee would report its findings sometime this week or next to the full Appropriations Committee. The measure then would go to the House floor, and then be passed on to the Senate, which has already cut the Voice's regular appropriation. Rep. Clarence Cannon (D-Mo.) is chairman of the House funds group.

Meanwhile, the Senate Foreign Relations subcommittee, headed by Sen. Elbert Thomas (D-Utah), has decided to defer further consideration of the Benton resolution pending evaluation of the President's message to Congress Wednesday. It took up the matter last Monday but reported no action.

In any event, Sen. Thomas already has pointed out that State Dept. has sufficient authority to implement Voice expansion under the Smith-Mundt Act, and that any further action by Congress, aside from providing new funds for facilities and personnel, would be largely academic.

It was understood that the $89 million figure suggested by the President would comprise a sum of $7 million for acquisition by the General Services Administration of a New York building to house overall information personnel; $41 million for purchase and rental of additional radio facilities; and another $41 million covering new language programs and additional language desk personnel.

The facilities would be centered both in the U. S. and in Europe and would be utilized in further efforts to break Soviet jamming operations. They also would be used to extend the information program to critical areas in Europe, Asia and the Middle East not presently covered by the U. S.

In closed sessions last week Mr. Kohler, IBD chief, supported the President's plea for additional funds. It was understood he advised the Rooney subcommittee that the Voice would take top priority in any funds Congress should approve, though they would be parceled out among all media. He reportedly cited purposes in the above-mentioned breakdown for which the funds would be utilized.

Importance Stressed

Mr. Kohler was understood to have stressed the importance of increasing Voice facilities to combat Soviet psychological warfare, and the need for at least doubling the present programming of the International Broadcasting Division.

Meanwhile, the U. S. Advisory

(Continued on page 54)

JAMES F. BURKE

Former CBS Official Dies

JAMES F. BURKE, 42, former manager of program sales for CBS Radio Sales, died July 17, at St. Vincent's Hospital, New York.

Mr. Burke

Mr. Burke joined CBS in 1933 as a member of the program department staff, and was, successively, director of program information, director of new program ideas, service chief of audience description division of Research Dept., assistant director of program department, and finally manager of program sales until he resigned because of ill health last fall.

Mr. Burke was born in New York, and was graduated *cum laude* from Williams College in 1930. His home was in Forest Hills, New York.

His widow, Mrs. Helen Burke, his daughter, Sheila, and two brothers, John and Edward, survive him.

NETWORK PROBE

Urged by Sheppard

IMMEDIATE probe by the Justice Dept. and the Federal Trade Commission of alleged violation of the Communications Act and anti-monopoly laws by the four major radio networks was urged Thursday by Rep. Harry R. Sheppard (D-Calif.).

Admitting that his pending bill (HR 7310) to require FCC licensing of networks had only a slim chance to be enacted this session, Rep. Sheppard asked that the government agencies report their findings to Congress and take "corrective" action.

Introduced early this year, the Sheppard measure would set up licensing of networks similar to the established station-licensing procedures. Additionally, stations would be permitted to rebroadcast any network program with permission of its sponsor and other programs with permission of the originating station [BROADCASTING, Feb. 20].

In a scathing attack on network broadcasting, Rep. Sheppard charged ABC, NBC, CBS and MBS with flourishing under the Act as "one of the greatest monopolies this country has ever seen (and) has grown to such proportions that it dictates what entertainment and what information the public shall hear over the public's own airways."

The alleged "dictatorial" power, the Californian said, "is made possible because of a clause in the contracts of the radio-chains, with the licensees of radio stations, called an option time clause, which . . . gives the power to the radio chains to force any local radio program off the air through intimidation of the licensee of the radio station."

Extending his attack to include the NAB, whose officers he alleged are "working for the radio network monopolies," Rep. Sheppard bitterly denounced them for attempting to block distribution of copies of his proposed bill among NAB convention delegates in Chicago last April. He later told BROADCASTING that he was referring to the effort of Gordon Brown, WSAY Rochester, N. Y. (WSAY is not an NAB member), to give out copies of the bill at the convention.

Mr. Brown has pending a suit against the four networks charging conspiracy to keep WSAY from carrying network programs.

Rebroadcast Profitable

Emphasizing that rebroadcasting of radio programs "can be very profitable to the sponsors of these programs because it enables the sponsor to procure additional listeners at a very low cost," the Congressman said little East Coast rebroadcasting is done because "there is little or no option time available on the East Coast network stations."

Rep. Sheppard said there is a radio station that "is attempting to negotiate with the sponsors of these radio programs" for rebroadcasting but that the networks have prohibited such a transaction. In his comments to a newsman after the speech, he explained that actually four such instances had been brought to his attention.

Rep. Sheppard asked that the government investigators make an "immediate and thorough investigation" to determine to what extent the networks allegedly violate the Communications Act, as well as other anti-trust, monopoly or fair trade acts. He also requested that these laws be applied "to correct this deplorable situation. . . ."

He also charged:

The . . . four chains dictate to the licensees of our radio stations, that the licensees shall not broadcast a program of local or hometown interest, or a commercial program of a local or hometown merchant. This . . . is made possible because of . . . an option time clause . . .

These radio chains dictate the rates that hundred of radio broadcasters shall charge for their radio facilities. These radio chains dictate what programs, and over what stations the radio public shall be informed or entertained. These chain monopolies dictate which commentators interpret the news for millions of our people.

Nothing in the makeup of these radio chains, prevent their control by foreign countries or agents; yet these monopolies dictate the majority of the programming of our country's radio stations, through the medium of their affiliation contracts with these radio stations. These monopolies dictate the editorial policies of some of the major trade publications of the broadcasting industry. . . . They attempt to, and sometimes do, exert undue influence on the decisions of the FCC, by dangling lucrative jobs before the eyes of the personnel of our controlling agencies.

FM STATION OPERATORS!

Here's what one FM broadcaster says about Zenith, its distributors and its dealers...

PHONE 1885

Radio WFMW Station

"The Radio Voice of The Messenger"
OWNED AND OPERATED BY
MESSENGER BROADCASTING COMPANY
INCORPORATED
Madisonville, Ky.
16 Mar. 50

Zenith Radio Corporation
Attention: Mr. Ted Leitzell
Chicago, Illinois

Dear Sir,

This station will broadcast all of the baseball games of the "Madisonville Miners"...a member of the Kitty League...on all of the road games. The baseball corporation will not allow us to broadcast the home games.

The Madisonville Miners is a farm club of the Chicago White Sox.

We had also planned to carry the St. Louis Cardinal games, however due to the fact that we are in a "Dry" territory and the sponsor is a beer company, we have had to drop these.

The games we carry will be sponsored by a local coal mining company, and we as well as the sponsor will [illegible]

We also wish to take this opportunity to thank the Zenith Corporation for their untiring efforts in the promotion of FM broadcasts. YOUR PROMOTION HAS HELPED US PUT THIS STATION ON A PAYING BASIS IN LESS THAN ONE YEAR OPERATION.

Yours very truly,
Radio Station WFMW
H. W. Wells
H. W. Wells, Station Mgr.

The Zenith Distributor in your territory is anxious to work with you to get more good FM sets throughout your listening area . . . to build bigger, better audience for you. Get in touch with him now . . . or write direct to Advertising Manager

ZENITH RADIO CORPORATION • 6001 Dickens • Chicago, Illinois

Censorship

(Continued from page 19)

mines the faith of American radio listeners in freedom of news reporters representing them to describe accurately conditions at the front."

"Uniform military censorship as applied during World War II in combat areas might be the best approach to the Korea coverage problem, but banning of newsmen who violated no security rules is indefensible," Mr. Shelley felt.

Spokesmen at the Defense Dept. information office said they had no knowledge of any reply filed by Secretary Johnson, and expressed belief that the problem no longer is an issue in view of Gen. MacArthur's action reinstating the correspondents.

Mr. Shelley, a former war correspondent who covered both the European and Pacific theatres for WHO Des Moines, Iowa, told BROADCASTING he felt "nothing but uniform military censorship will provide a reasonably satisfactory method of regulating reporting . . . in a manner consonant with security."

"It seems to me the height of the unfair to say to a group of newsmen "we'll trust you to use your own judgment; there'll be no censorship"—and then to jerk them when they exercise that judgment." He said this "extremely important principle" for all media is at stake.

Issue in Korea

The security issue arose on the Korean war front July 15 when the Army Command, under Col. M. P. Echols, Gen. MacArthur's information officer, imposed a ban on AP's Tom Lambert and UP's Peter Kalischer. They were ordered to leave the area for "disclosing information that would be of value to the enemy and would have a bad morale and psychological effect on our own troops."

Gen. MacArthur, subsequently lifting the ban, called on reporters to exercise judgment and selectivity in reporting the news from the front. He said that "formal censorship" was abhorrent to him, but pointed out that several correspondents had requested censorship. It was understood that a goodly number of the 200 correspondents now in that theatre favor complete and clear guidance, if not actual censorship. A large number of radio stations depend on AP and UP for spot news coverage of the Korean war.

Defense Secretary Johnson's directive on security measures, issued recently to the three services, was expected to provide some aid along that line.

The two news associations correspondents were not challenged on the accuracy of their stories, merely on their judgment in repeating remarks reportedly made by American soldiers delving into the question of American military aid.

Another correspondent, Marguerite Higgins of the *New York Herald Tribune*, also was ordered from the front but reinstated by Gen. MacArthur's command.

Congressional sentiment for security restrictions reflected growing wariness on Capitol Hill. Sen. Scott Lucas (D-Ill.) spoke for some of his colleagues and presumably for the administration when he called for censorship—"either voluntary or legislative, which no one wants"—to protect American lives. He indicated he is particularly disturbed by newspaper accounts from Korea.

"It seems almost criminal," he declared, "for commentators, columnists, and other newspapermen to tell the world exactly where our troops are congregating, where they are going, and the total amount of their equipment, especially in view of the great emergency which exists at this time."

Voluntary Restraint

The Senate Majority Leader stressed that he did not advocate "rigorous censorship, but there certainly should be a voluntary censorship of information of that sort." He thought the President should request it. Speaking as majority leader, Sen. Lucas urged "all possible restraint" by radio and press in the interest of unity.

Sen. Lucas made his statement after certain members of the House had scored newspaper accounts dealing with the movements of American troops to Korea. One—Rep. Harold Hagen (R-Minn.)—charged American radio and press with "alarmist" reporting of hostilities. He cited Gen. MacArthur's earlier statement that casualties had been exaggerated in press dispatches.

Other House members who deplored such disclosures included Reps. Wayne Hays (D-Ohio), Daniel Reed (R-N. Y.), and Thomas Lane (D-Mass.). They joined in demanding that the Defense Dept. tighten up on release of statistical information relating to troop movements, numbers, units, etc. On the Senate side, Sen. Style Bridges (R-N. H.) also called on the department to cease such "public disclosures" as a "measure of elementary security."

As an example of voluntary self-restraint, Sen. Lucas singled out the Chicago *Sun-Times*, which July 15 announced imposition of its own censorship for "the duration of the emergency." The newspaper is controlled by Publisher Marshall Field, of Field Enterprises Inc., which owns WJJD WFMF (FM) Chicago. It was presumed that the policy also would be extended to the stations' news desks.

Stand Welcomed

It was a telegram from the newspaper's managing editor, Milburn P. Akers, to Gen. MacArthur that precipitated the latter's statement with respect to self-censorship by the press in Korea. The General described the *Sun-Times*' stand as "welcome support to this command."

He stated:

It reflects the most commendable determination to fulfill the responsibility which the press alone should assume in an emergency such as this—a responsibility which it may not effectively share with any other segment of society, least of all the military not trained in journalism and which should devote its entire energies to the conduct of military operations," the general added.

There is probably no more misused nor less understood term than press censorship. Contrary to what many believe, no precise rule can make it effective nor were any two military censors ever in agreement on detail.

If its purpose is to be served, censorship must be of the spirit and applied only by those themselves who print the news. Its objective is not to mislead or misrepresent the truth, as that is repugnant to the basic concepts of a free society, but rather to avoid printing information of direct military value to the enemy or such as may contribute through undue emphasis or emotional stress psychologically to his cause by raising the morale of his forces while depressing that of ours.

The formula is a simple one and one which all men of normal understanding may easily comprehend and apply.

The contention of some that the military must take the responsibility of laying down fixed rules governing the limitation upon news and pass upon each item before it is printed is as unrealistic as it is ineffective.

In the Korean operations, it has been my purpose to leave this responsibility where it rightfully belongs in the hands of the correspondents, editors and publishers concerned.

Secretary Johnson's security directive was prepared by the Defense Dept.'s Security Review Branch, which serves as a clearing house for material dealing with the three military services. It is headed by Lt. Col. Joseph Edgerton and is the outgrowth of conferences on proposals for a security code between Former Secretary James Forrestal and a committee comprising representatives of radio, press and motion picture interests. It materialized from unification of the services [BROADCASTING, April 12, 1948].

Overall Planning

Today overall censorship planning is being mapped by a special section of the National Security Resources Board under Gilbert P. Jacobus, Army Reserve officer with the rank of colonel.

Specifically NSRB and other planners are concerned chiefly with (1) methods of attaining satisfactory security within the military establishment and (2) creation of an office to supervise restraint among the various media in the event of emergency.

Col. Edgerton said last week that when NSRB completes its master plan, encompassing provision for censorship enforcement, his Secur-

(Continued on page 36)

IT'S a shirt sleeve session for these conferees at the Assn. of Independent Metropoiitan Stations convention at Miami during the July 4 holiday. L to r: (seated) Frank Devaney, WMIN St. Paul; H. S. Jacobson, KXL Portland, Ore.; Lawson Taylor, KFMJ Tulsa; Patt McDonald, WHHM Memphis and Gene Trace, WBBW Youngstown, Ohio; (standing) John Engelbrecht, WIKY Evansville, Ind.; Bill Ware, KSTL St. Louis; Robert G. Venn, WMIE Miami, Fla. Jim Campbell, WHOW Norfolk, Va.; Edwin Welton and S. A. Cisler, WKYW Louisville; James Ownby, WJZ Jackson, Miss.; Charles Balthrope, KITE San Antonio, Tex.; Dave Baylor, WJMO Cleveland, Ohio; J. G. Polk ridge, KYA San Francisco; T. B. Baker Jr., WKDA Nashville, and Howard Shuman, KFMJ.

1 out of every 10 Families in the UNITED STATES lives in the WMAQ Area

. . . Where more people listen to WMAQ daily than to any other station

In the great, booming Midwest area blanketed by WMAQ, live some 5,000,000 families . . . more than ten percent of all the families in the entire country.

These 5,000,000 families *own* one out of every ten radios in the United States . . . *earn* one out of every ten pay checks earned in the United States . . . and *spend* one out of every ten dollars spent in the United States. This *IS* a market!

And in this mighty Lake Michigan States Market *WMAQ is listened to by more people daily than any other station.*

Use WMAQ . . . the favored station . . . to reach this market of millions. Write, wire or phone WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office for help in planning an advertising schedule that will mean greater sales of your product in a great market.

Source of all statistics other than daily listening (BMB Study No. 2, 6-7 days per week) is U. S. Bureau of Census.

MASTER OF THE LAKE MICHIGAN STATES MARKET

WMAQ
CHICAGO

Censorship

(Continued from page 34)

ity Review Branch probably will be included in the list of cooperating agencies.

Secretary Johnson's directive to the military services parallels the 1943 voluntary code to varying degrees in matters pertaining to accounts of military movements and operations [BROADCASTING, July 17].

The directive also was reprinted for member stations by NAB, which pointed out that it was "not censorship, voluntary or otherwise," but merely a "guide on the *release* of information to be employed by responsible military authorities." NAB added:

. . . It will be useful to public media in guarding against disclosures which would jeopardize lives and property of Americans. Possibility exists that information violating these suggestions might be released thoughtlessly by military authorities, in which case public media do their country a service in using blue pencils with reference only to information designated by Secretary Johnson as involving military censorship.

Censorship as such, wartime or otherwise, is subject constantly being watched by NAB. Direct contacts are being maintained with appropriate government agencies . . .

Caution Advised

The best advice, NAB told member stations, is to "simply be cautious while you're being competitive in handling news."

Following is the text of the Johnson directive:

MEMORANDUM FOR
SECRETARY OF THE ARMY
SECRETARY OF THE NAVY
SECRETARY OF THE AIR FORCE

The following is intended as a security guidance for dissemination to all echelons of the military services:

To safeguard the national security in connection with operations in the Far East Command, the following limitations are imposed on the release of information by the military services:

1. Preparations for military operations or movements within the Continental United States are subject to the following restrictions:

a. Ultimate destination of unit alerted: Refer to theater only, i.e., the Far East Command.

b. Designation of unit: Release numerical designation only when unit is of division size or larger. Numerical designation of units below Division level will not be released. Air Force Group designations will not be released. Nondivisional units will be referred to in general as a combat unit, a supporting unit, etc., of the Continental Army concerned, which have been alerted for movement.

c. Status of equipment: Not releasable.

d. Strength: Not releasable.

e. Date of movement from present location: Not releasable.

f. Sailing time of transports from Port of Embarkation: Not releasable.

2. Movements of naval vessels and transport or cargo ships from the West Coast may be mentioned after departure but no mention may be made of movements west of Pearl Harbor. Photographs of loadings, sailings and reactivation operations of naval vessels may be used within normal security limits imposed by the local commander.

3. Within the Far East Command the following restrictions have been imposed by CINCFE:

a. Reports naming specific units, sizes, places of landing, locations and troop movements may not be disclosed until officially announced.

b. Subordinate headquarters, movements, units committed (except Eighth Army, Fifth Air Force, Twentieth Air Force, Seventh Fleet, etc.), or any field locations may not be mentioned until officially announced.

4. Military forces of the United Nations acting in cooperation with United States forces should be safeguarded in accordance with the foregoing.

In case of doubt as to actual military security within the Continental United States, the Security Review Branch of the Department of Defense, Room 2 C 766, The Pentagon, Extension 71182, is available for advice.

These instructions may be shown to news media.

DEFENSE AID

Services, Facilities Offered By Broadcasters

BROADCASTERS last week were preparing on different fronts for civil defense and offering their services to defense authorities as various cities continued planning for adequate safeguards.

WKRC-AM-TV and WKRC-FM, Transit Radio outlet—all properties of the Cincinnati *Times Star*—offered their facilities to defense authorities in Washington and Columbus, Ohio, for experimentation in developing a community preparedness program.

Meanwhile, BROADCASTING learned last week that detailed plans for cooperation of Anchorage, Alaska, radio stations have been worked out between broadcasters and military officials in the event of war or other civilian defense emergency.

Taft Offers Aid

In Cincinnati, Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., licensee of the *Times Star* stations, and official of Transit Radio Inc., offered defense officials use of plants and personnel to work out educational systems for teaching civilians what to do in case of an attack or to meet any emergency.

"We would like to work with defense authorities in setting up the pattern which radio-television stations and newspapers can use in training the civilian populace," he explained. He pointed out that WKRC stations embrace radio, television and transit FM, and that such a pattern could be followed in other communities.

The letter was sent to Paul Larsen, civil defense director of the National Security Resources Board; Gov. Frank Lausche of Ohio, and local military commanders. The proposal reportedly was studied in a meeting of state defense chiefs. The coordinated radio-television-newspaper management plans to report its results if the suggestion is accepted.

Transit Radio Inc. already has submitted a similar proposal covering all transit FM cities to the Air Force Defense Dept. communications section, showing emergency applications of the service. The proposal already has drawn favorable comment in issues of the *Army-Navy Union News* and the *Armed Forces*.

Meanwhile, Captain Samuel Sloan III, Air Force public information officer at Fort Richardson, Alaska, reported that the air base commandant is "most pleased with the fine cooperation offered by Anchorage radio stations."

Captain Sloan's letter outlined arrangements made between Gen. Hutchinson and Anchorage stations in the event of attack. The managers of KENI, KFQD and KBYR all have agreed to make necessary air time available "as soon as the alert siren is blown." Plans provide that the stations are to be called immediately. In the case of simulated alerts, the stations will carry frequent announcements, to avoid "undue alarm."

Provisions also have been made for military personnel to be dispatched to all stations in the event of actual emergency. Radio also will have a major role to perform if evacuation of civilians becomes necessary.

In New York the city's civil defense director, Arthur Wallander, reported that his organization would use radio, television and other media—"the most important arm of our progress"—to keep people informed of safety measures being taken by his office.

SEATTLE SPORTS

KRSC Gets Radio Rights

THE SEATTLE School Board July 14 awarded to KRSC, Seattle independent, a new contract covering radio broadcast rights of all high school athletic events during 1950-51. Decision on television coverage was deferred. Exclusive rights were granted in acceptance of the KRSC bid of $2,655.

An earlier contract with KING Seattle for radio and TV coverage had been cancelled [BROADCASTING, June 26]. Still pending in King County Superior Court is a suit brought against the School Board by Bruce Bartley, Seattle attorney and owner of KBRO Bremerton, challenging the board's right to arrange any exclusive contract for broadcast coverage of the school athletic events.

SURRICK NAMED

To WFBR Executive Staff

JOHN E. SURRICK, sales director of WFIL AM-TV Philadelphia, has been appointed vice president and general manager of WFBR Baltimore, it was announced last week. The appointment becomes effective Aug. 15.

Mr. Surrick

Mr. Surrick joined WFIL in 1940. Previous to this he was with N. W. Ayer & Son as an account executive.

WKCT To Join ABC

WKCT Bowling Green, Ky., Daily News Broadcasting Co. station, will become an ABC affiliate in the network's southcentral group, effective Sept. 1. Station operates on 930 kc with 1 kw daytime and 500 w nighttime. Paul Huddleston is station manager.

NAB AM GROUP

Membership Announced; TV Unit Pending

MEMBERSHIP of NAB's 1950 AM committee—one of three designed to replace the old technical groups—was announced Thursday by NAB president Justin Miller.

Still slated to be named, almost momentarily, is a TV committee which together with the AM and FM units will comprise the basic advisory committee structure of the association under plans adopted by the board last June.

Heading the AM committee is Hugh B. Terry, KLZ Denver. Other members include:

H. Quenton Cox, KGW Portland, Ore.; Simon Goldman, WJTN Jamestown, N. Y.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Edgar Kobak, WTWA Thomson, Ga.; Paul W. Morency, WTIC Hartford, Conn.; Glenn Shaw, KLX Oakland, Calif.; F. C. Sowell, WLAC Nashville; Lee B. Wailes, WWVA Wheeling, W. Va. Alternates: S. C. Fantle Jr., KELO Sioux Falls, S. D.; B. J. Rowan, WGY Schenectady, N Y.; and William E. Ware, KSTL St. Louis, Mo.

Three members—Messrs. Kobak, Shaw and Morency—are present NAB board members. One other alternate was still to be named. No meeting date was set.

The FM committee, under the chairmanship of Ben Strouse, WWDC Washington general manager, is slated to hold its first meeting in Washington Aug. 7-8 [BROADCASTING, July 12]. First day sessions will be open to all broadcasters who wish to participate with committee members in an exploratory discussion of FM industry problems.

"HI, PARTNER!"

Yes, Partners—In Building, Developing, and Using For Everybody's Benefit, The Greatest System of Highways in the World!

Every time you meet a truck on America's highways, you meet—not just a "truck"—but a partner.

—*A partner* who drives his truck safely. Who is first to stop and help when you are stalled with engine or tire trouble.

—*A partner* who, by being the major connecting link between farms and markets, makes modern farming possible. Who transports farm production, all or part of its way to food factories and stores and thence to your home.

—*A partner* who has helped to bring the country nearer to the city. Who helps bring you *everything you eat, buy, use or wear*—from your morning milk to the clothes you wear on your back.

—*A partner* who is not only *your* partner but the partner of *all* American industry. Who brings the raw materials to plants; then fans out the finished products to America's retail stores so that everything you eat, buy, use, or wear can come to you at prices you can afford to pay.

What's more: A partner in highway construction and maintenance, who pays about one-third of all taxes paid by all motor vehicles for highway use. But—a partner who uses only a relatively small portion of the highways, *all* of which are open to you.

Yes—*you*, and the trucks, and the busses, are *partners*—in one great enterprise.

For you, and the trucks, and the busses, pay the taxes that build and maintain America's highways.

—And *use* these highways to help make the American way of life the finest in the world.

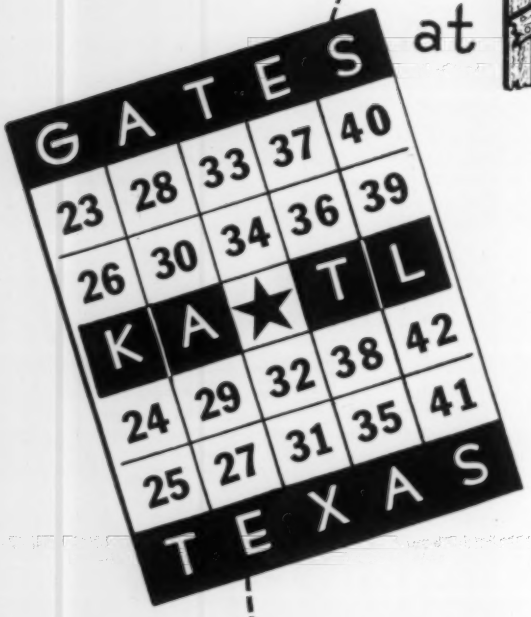
THE AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D. C.

©1950, American Trucking Associations

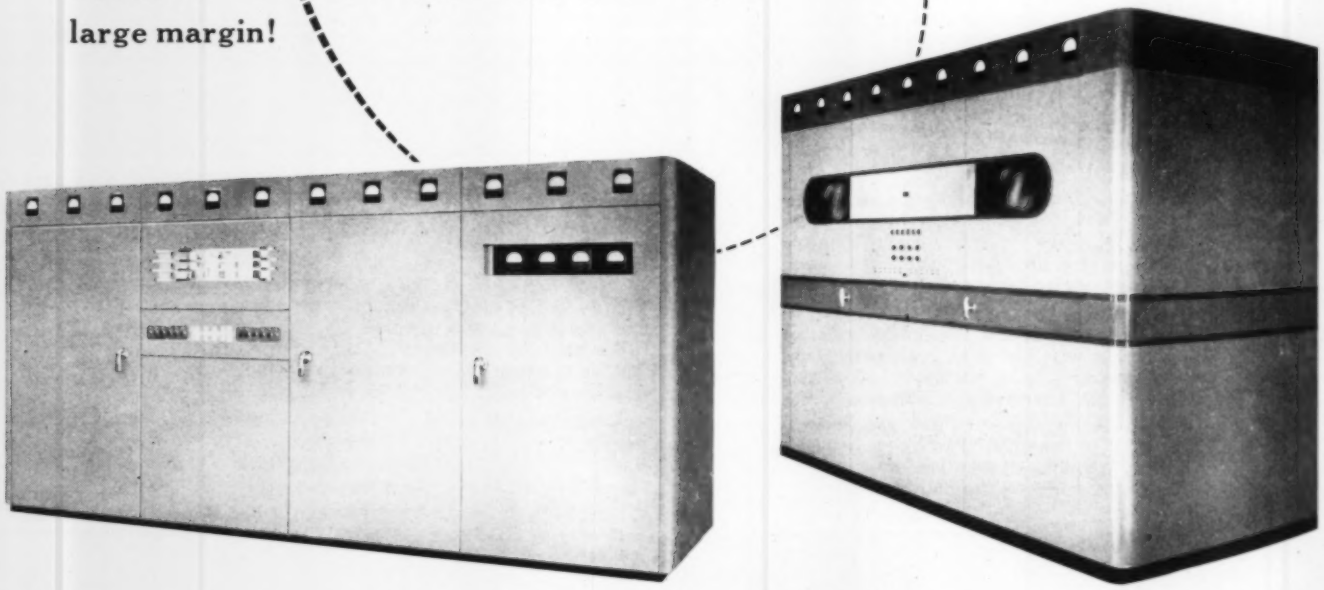
It's GATES again!!!

at KATL ★★★ Houston



You can be sure the KATL slice of Texas is honey covered. They do it the Gatesway which is the smart broadcaster's way to better broadcasting. With quality plus in the new Gates 5KW transmitters both KATL clients and listeners are automatically assured of the finest, richest and result pulling 5000 watts that ever hit the Lone Star State.

They do things big in Texas. Perhaps that's why over 40 Texas stations are fully Gates equipped—more than any other make by a large margin!



GATES OFFERS TWO GREAT FIVE KILOWATT TRANSMITTERS—The popular BC-5A and the distinctive BC-5B providing colorful transmission for the colorful station.

Gates Radio Company Quincy Illinois

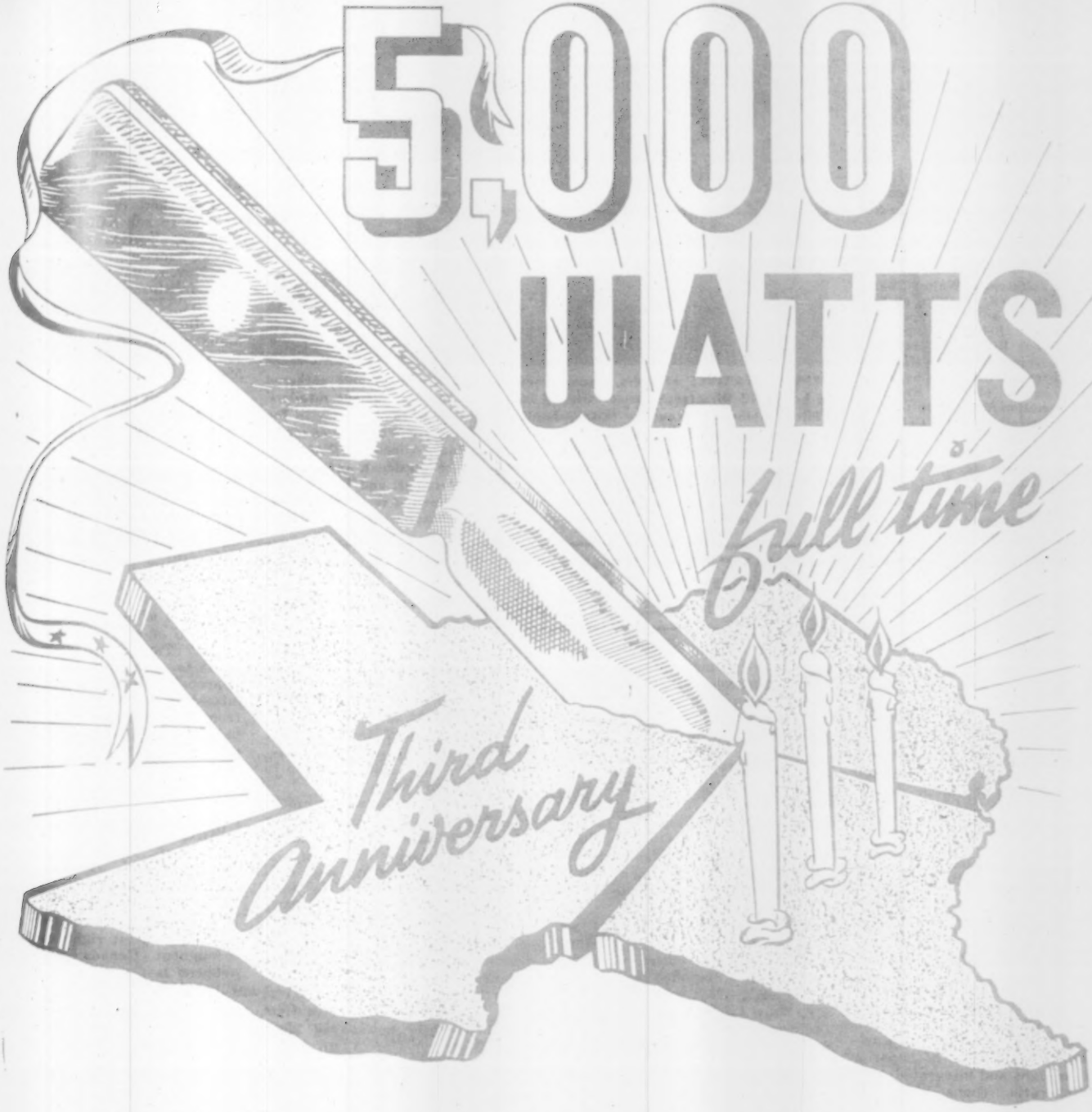
MANUFACTURING ENGINEERS SINCE 1922

XUM

5,000 WATTS

full time

Third Anniversary



FOR A SLICE OF TEXAS

Houston advertisers **KNOW** the effectiveness of KATL . . . That is the reason KATL has become such an integral part of successful Houston business.

WE WOULD LIKE TO TELL YOU OUR STORY! . . . Just write, wire, telephone, or come by **INDEPENDENT METROPOLITAN SALES** in Chicago and New York—Gene Grant on the West Coast—or, check with **KING H. ROBINSON**, General Manager in Houston.

★ ★ ★

★ ★ ★ *Houston's Oldest Independent*

LIBERTY BROADCASTING SYSTEM and A.I.M.S. FOR HOUSTON

ADS AND SALES

Panel Marks Stanford Meet

ADVERTISING Assn. of the West, cooperating with Stanford U., will present a special advertising and sales symposium at the ninth annual Stanford Business Conference this week.

Dr. Sumner H. Slichter of Harvard will head business leaders from all over the nation at the conference.

Advertising executives participating will include:

Arno H. Johnson, J. Walter Thompson Co., New York, speaking on "The Consumer Panel, an Aid to Marketing Decision"; Don Belding, Foote, Cone & Belding, San Francisco, "Responsibilities of Advertising in Maintaining Our Free Economy"; Charles H. Bartlett, Macy's of San Francisco, "Sales Promotion Methods in the 1950 Market"; Russell Z. Eller, California Fruit Growers' Exchange, "A Plan for Marketing"; Robert Mangan, BBDO, subject not announced.

The conference begins today (Monday) and runs through Friday. Registrations are being entered through Stanford Graduate School of Business.

PATCHOGUE GRANT

FCC Examiner Recommends

GRANT of 250 w daytime on 1580 kc at Patchogue, N. Y. to Patchogue Broadcasting Co. was recommended last Thursday by FCC Hearing Examiner Hugh B. Hutchison in a revised initial decision. Competitive bid of Mid-Island Radio Inc. there would be denied.

The new initial decision reversed the recommendation made by Examiner Hutchison previously. The earlier ruling was remanded by the Commission for additional hearing to establish further qualifications of the principals in both applicants [BROADCASTING, July 3].

In the revised decision the examiner ruled out Mid-Island because the majority stockholders failed to testify at the further hearing on their legal qualifications. He preferred Patchogue Broadcasting, however, because of superior program plans and integrated ownership-operation. Ownership of the applicants:

Patchogue Broadcasting Co.—Partnership: Lee Morrison, salesman, WLBR Lebanon, Pa., 41%; Julian Sarachek, sales promotion, Allied Purchasing Corp., 28.5%; W. Frank Short, WLBR salesman, 15%; M. Leonard Savage, WLBR chief engineer, 7%; Harriet Schoffel, 5%; Herbert Morrison, accountant, 3.5%.

Mid-Island Radio Inc.—Harold Michaels, engineer, WAAT-AM-FM and WATV (TV) Newark, president and owner 100 of total 230 shares; Julia Schlackman, vice president 17 sh; Manasche E. Michaels, engineer, WNYC New York, secretary 40 sh; Abraham Michaels, salesman, treasurer 80 sh; Frances T. Michaels, bookkeeper, director 38 sh.

STATIONS in all parts of Minnesota are carrying UN programs regularly due to Communications Campaign for UN Broadcasts launched by Minn. Broadcasters Assn., Minn. Radio Council and Minn. Assn. for United Nations.

REPRESENTATIVES of radio, agency, newspaper and retail fields gathered to hear BAB Director Maurice Mitchell (center) deliver his famous retailers' "Pitch" before the Roanoke (Va.) Advertising Club a fortnight ago. In the Danville broadcasters' corner are (l to r): Stover Morris Jr., WDVA sales representative; Sandy Guyer, WBTM general manager; Eddie Allgood, WDVA sales representative; Mr. Mitchell; Emerson J. Pryor, vice president and general manager, WDVA; John Conboye, WDVA sales department, and Ed Gardner, WBTM commercial manager. Mr. Mitchell, who was invited to speak in Danville, leaves BAB to join NBC Aug. 15 [BROADCASTING, July 17].

SPOKANE SALES SURVEY

Radio Tops Newspapers in ARBI Tests on KREM

ABILITY of radio to out-pull newspapers in promoting retail sales [BROADCASTING, June 26] was shown again in a second series of Spokane tests conducted by Advertising Research Bureau Inc.

Joseph B. Ward, ARBI research director, told Spokane agency executives that tests on KREM Spokane confirmed results in earlier studies conducted on KXLY Spokane. In both studies, ARBI pitted stations against newspapers by spending the same amount of money in each medium to promote a test article.

"In the past few months we have done four surveys in Spokane for KXLY, CBS outlet, and now we have just completed two surveys for KREM, 250 w independent," Mr. Ward said. "In all six surveys radio outpulled the newspapers on an equal dollar basis.

Whether this indicates that radio is the more effective medium for the same money in the Spokane area, I cannot say. Certainly it is a trend and that trend definitely points to radio as the more effective medium in comparison to newspapers."

ARBI is not concerned with the inter-media results, Mr. Ward said, but added that in the vast majority of some two dozen surveys in the Pacific Northwest radio has proved more effective than newspapers in developing store traffic.

First KREM results, according to ARBI, cover new and used pianos, Wylie Piano Co. (no relation to Cole E. Wylie operator of KREM), with $108 spent June 12-13-14 on KREM and $108.60 in the *Spokesman-Review*. Results follow:

% Traffic—Radio 47%, newspaper 41.2%, both 5.9%, other 5.9%.

% Traffic Purchasing — Radio 75%, newspaper 57.1%, both and other 0.0%.

Radio traffic dropped from 66.6% the first day to 33.3% the second day and rose to 40% the third day; newspaper traffic started at 16.7%, rose to 50% the second day and to 60% the third day.

Radio customers purchased more than five times as much in dollar volume as newspaper customers, according to ARBI.

Second KREM test was conducted at Bell Furniture Co., Spokane, which spent $156.60 in *Daily Chronicle* June 15-16-17 and $157.92 on KREM to advertise $99.50 dinette set. The results:

% Traffic—Radio 42.1%, newspaper 31.6%, both 5.3%, other 21%.

% Traffic Purchasing Test Item —Radio 62.5%, newspaper 25%, both 12.5%.

Radio traffic was 33.3% the first day, 45.4% the second, 40% the third; no newspaper traffic the first day, 36.4% the second, 40% the third; 35% of radio traffic came from outside Spokane, with all newspaper traffic coming from the city.

Summarizing the two surveys, ARBI found radio developed 44.4% of traffic, newspapers 36.1%, both 5.6%, 13.9% other. Of total purchases 68.7% of radio traffic bought, 46.1% newspaper traffic, and 50% of traffic developed by both media.

Ed Craney, operating the XL stations, said the combined ARBI studies show some persons never read a newspaper but listen to radio, with others reading newspapers though seldom listening to radio. "How can a merchant reach both of those people unless he uses both media?" he asked.

WOW APPEAL

D. C. Court Reverses FCC

FCC's action in denying WOW Omaha opportunity to seek relief of interference from KCSJ Pueblo, Col., was reversed last week by the U. S. Court of Appeals for the District of Columbia and the case was remanded to the Commission for hearing.

WOW had requested the Commission to set KCSJ's license renewal application for hearing on the interference issue [BROADCASTING, Nov. 7, 1949]. WOW, assigned 5 kw fulltime on 590 kc, protested that KCSJ was causing objectionable interference within its normally protected daytime contour. KCSJ is assigned 1 kw fulltime on 590 kc.

The court noted WOW had not protested the original KCSJ grant because engineering evidence, based on FCC's soil conductivity map in its engineering standards, showed no interference would result. The soil conductivity map was found to be in error, however, when KCSJ began operations and WOW suffered interference, the court stated.

The court noted that FCC's license renewal provisions "contemplate the possibility of changes in conditions after the original grant and also of errors in the original grant." Thus it felt WOW was entitled to opportunity for securing appropriate relief. The court dismissed WOW's alternate appeal from a Commission order refusing to direct KCSJ to show cause why its license shouldn't be modified to provide WOW daytime protection.

CANADA 'TUNE-O'

Silver Firm Buys Rights

ALL-CANADA Radio Facilities Ltd. and International Silver Co. have arranged contracts for a full year's broadcast rights to *Tune-O* throughout Canada it was announced last week by Richard H. Ullman Inc., Buffalo, producer of the program. The sale was negotiated on behalf of International Silver by Young & Rubicam.

The program is now running in several hundred stations in the U. S., Canada, Alaska and Hawaii, the Ullman company said. The firm also produces *Dollar Derby*, *Jingle Library*, *Barbershop Harmonies* and *Joe McCarthy Speaks*.

Willard F. Lochridge

FUNERAL services were conducted last Wednesday for Willard F. Lochridge, 60, vice president and director of J. Walter Thompson Co., Chicago, who died Sunday, July 16, in his Evanston Ill., home. Mr. Lochridge, one-time city editor of the Kansas City *Post*, was an executive in sales and advertising for Alemite Mfg. Co. before joining JWT in 1926. Surviving are his widow, Florence, and six sons, Willard, Benjamin, William, Robert, Wilson and John.

Query ~~Memo~~ to Editors

When does a STATISTIC make news?

Frankly, we don't know. We'll leave that to the men who do know -- the capable reporters, editors and publishers of America's free press.

But it seems somewhat surprising that one figure hasn't found its way into the galleys of copy written about coal during the past few years. Here it is:

Coal fills (1) out of every (5) carloads of freight carried by America's railroads.

Last year, the nation's class I railroads hauled more than 1.2 billion tons of freight of all kinds. Of this, coal and coke represented more than 376 million tons -- or almost 31% of total tonnage.

An average of 36,000 freight cars leave the mines every working day -- enough for a train 300 miles long ... enough to provide 28 pounds of coal for every man, woman and child in America! This year, America's coal consumption (bituminous and anthracite) probably will exceed 500 million tons -- an increase of about 14% over the yearly average during 1935-1939.

America's peacetime progress is paced by coal. America's defense security depends on coal as two world wars have clearly proved. To supply power, light and heat for this nation in time of war, coal is the only fuel available in sufficient supply. And it is the only fuel that can go to war without deserting the home front.

But coal mines cannot be turned on and off like a faucet. Continuance of a strong and vigorous industry equal to any emergency is vital. That is why excessive imports of foreign crude and heavy residual oils that do such lasting damage to this country's mines have evoked so strong a protest.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

HIGHER RATI
MORE RENEW
EASIER SALE

WRITE TODAY FOR "ZIV-PLANNED" SELLING AIDS, AUDI N DI

★ MEET THE MENJOUS
★ CALLING ALL GIRLS
★ PHILO VANCE

★ PLEASURE PARADE
★ OLD CORRAL
★ MANHUNT

• OTHER FAMOUS ZIV QUALITY SHOWS •

★ WAYNE KING SHOW
★ KORN KOBBLERS
★ LIGHTNING JIM

★ BARRY WOOD SHOW
★ DEAREST MOTHER
★ FORBIDDEN DIARY

★ FAVORITE STOR
★ ONE FOR THE B
(SAM BALTER)

★ EAS
★ CAR
★ SON

...IGS!

WITH ZIV'S "BOSTON BLACKIE"

Radio's most exciting half-hour mystery-adventure show!

ZANESVILLE	KANSAS CITY	MOBILE	ASHVILLE
26.0	19.8	20.5	19.1

Radio's greatest point-per-dollar buy. Consistently . . . beats all competition on stations from coast to coast!

...ALS!

WITH ZIV'S "CISCO KID"

The sensational half-hour low priced western that should be on your station!

NOW IN	NOW IN	NOW IN	NOW IN
3rd	5th	4th	2nd
YEAR FOR PIONEER BAKERIES!	YEAR FOR INTERSTATE BAKERIES!	YEAR FOR KILPATRICK BAKERIES!	YEAR FOR KERN'S BAKERIES!

Backed by a sensational promotion campaign — from buttons to guns — breaking traffic records!

...S!

WITH ZIV'S "GUY LOMBARDO SHOW"

A star studded half-hour, chock full of musical showmanship!

NO. 1	NO. 1	NO. 1	NO. 1	NO. 1
INTRODUCER OF SONG HITS!	ON THE AIR YEAR AFTER YEAR AFTER YEAR!	IN POPULARITY FOR TWENTY CONSECUTIVE YEARS!	"TOP PROGRAM" SAYS BILLBOARD MAGAZINE!	ON THE STAGE AND AT THE BOX OFFICE!

"The Sweetest Music This Side of Heaven" is the sweetest "buy" this side of heaven!

...N DISCS, AND LOCAL RATES!

- ★ EASY ACES
- ★ CAREER OF ALICE BLAIR
- ★ SONGS OF GOOD CHEER
- ★ SINCERELY, KENNY BAKER
- ★ SHOWTIME FROM HOLLYWOOD

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

XUM

editorial

ASSN. of National Advertisers on Wednesday meets with the networks to talk over rate adjustments in the light of TV's advent. Every survey shows AM tune-in is up. The Korean war pulls a 75% upturn in news listening, with all other categories benefiting. President Truman foresees return of freezes on critical materials, conversion of plants, with the $10 billion rearmament request merely the first step. In the extreme, this could freeze indefinitely the TV structure, transmitting as well as receiving. This is hardly a time to talk rate adjustments. Readjustment of our national economy, to a war footing, comes first.

Ryan and Reason

WHITHER BAB?

Who will succeed Maurice Mitchell? Will BAB get the money and the leadership to do battle against the competitive Philistines in quest of the advertising dollar?

You have the answer. BAB is a going concern. There won't be another Mitch heading it because there's no one who fits that precise inspirational selling pattern.

The NAB board committee on BAB meets in Washington this week. It is concerned with policy and procedure, not personnel. NAB personnel is in the competent catcher's-mitt sized hands of William B. Ryan, who has performed wonders against the odds in his two-and-one-half months tenure as general manager.

As general manager, Bill Ryan is the NAB's business manager too. BAB is the business-getting adjunct of the NAB. Mitch performed a super-sonic, jet-propelled job of selling BAB. He has left for what all of us fervently hope are greener fields at NBC.

The job ahead is one of organization, administration and follow-through. It is the long pull. It is selling against all other media. BAB doesn't have to be sold to broadcasters. Mitch did that job in exemplary fashion.

There are a dozen top flight broadcasters, long on selling and organization, who can be drafted for the BAB directorship. One of them inevitably will be. But the man to supervise the business operation is Bill Ryan, whose entire background admirably equips him for that post.

Censorship Censured

IT WAS NOT ONLY the beleaguered American Army that was taking a beating in South Korea last week. For about 24 hours the United States Constitution was rudely pushed around too.

Gen. MacArthur's public information chief, in a grotesque interpretation of his authority, exiled two able correspondents from the battlefields on the grounds that their dispatches gave "aid and comfort to the enemy." Gen. MacArthur's subsequent restoration of status to the newsmen in no way alters the disagreeable fact that for a while the basic rights of radio and press were abrogated.

Neither Tom Lambert of AP nor Peter Kalischer of UP was guilty of inaccuracy or of disclosing military information that would be of value to the adversary. By the staff officer's own admission, it was just that their stories gave "aid and comfort to the enemy" because they made our forces look bad.

Gen. MacArthur is to be congratulated for countermanding his subordinate's order and for reiterating his intention to avoid military censorship in the Korean war.

The responsibility for judging news as to its intelligence value to the enemy, said Gen. MacArthur, is one that only newsmen can assume. They cannot share it with "any other segment of society, least of all the military (which is) not trained in journalism and which should devote its entire energies to the conduct of military operations," he said.

During World War II the record of radio and press, working under voluntary censorship, was excellent, a fact that may be attributed at least in part to the cooperative attitude of Byron Price, chief of the Office of Censorship. It was Mr. Price's view that censorship should be invoked only to assure security and not to suppress gloomy news or legitimate criticism of the government or the military.

It is a lugubrious fact, however, that others than Mr. Price exerted influence over news in World War II and did so without his wisdom. The censorship authority given to commanders in the field was not always applied wisely.

Repetitions of the misuse of authoritarian powers as exemplified in last week's witless action against Messrs. Lambert and Kalischer must be avoided.

At the moment there is no need for an Office of Censorship like Mr. Price's in World War II.

If the conflagration spreads and it becomes necessary to organize such a governmental unit, broadcasters may fervently hope that a man like Mr. Price will be put in charge.

Meanwhile, we suggest that broadcasters study the World War II voluntary censorship code and abide by its principles [full text in BROADCASTING, July 17]. The cleaner the record of radio in this phase of our military operations, the less chance there will be for a dictatorial usurpation of censorship powers by the government if the war spreads beyond Korea.

Broadcasters, we know, will follow the pattern set during World War II when many a newsman passed up a story if there seemed the slightest possibility that its broadcast would endanger American lives.

John Joseph Gillin Jr.

BACK IN 1934, we published a "Respects Sketch," with this lead paragraph:

"A young man's game"—that is the catch phrase so often used to describe radio. As Exhibit A, we cite John Joseph Gillin Jr., who at 29 is the head of one of the Middle West's most progressive stations.

In this issue we report that John Joseph Gillin Jr., age 45, is gone, the victim of a heart seizure. Johnny is a radio casualty. He had become the head and part owner of the properties he helped build from scratch—properties where practically every employe called the boss by his first name. He pioneered in Midwest TV as he had pioneered in radio. His heart gave out before he reached that which is called the prime in ordinary pursuits.

We have witnessed all too many radio casualties in the last few years. They were those young men who didn't learn how to slow down.

Those tall antennas of the WOW stations are monuments to Johnny Gillin. He was another of that vanishing tribe of radio's early settlers who have left this radio whirligig better than they found it.

The sympathies of all in radio go to his bereaved family. To know Johnny Gillin was to love and revere him.

our respects to:

ALBERT EDWARD FOSTER

THE future of radio is not black, it is not doubtful, nor is it exactly rosy against the newest and greatest advertising medium—television. Radio will have to make giant efforts, and it will. There's no time for complacency or defeatism, for as radio didn't supplant newspapers, television won't supplant radio.

This, in part, reflects the radio philosophy of Albert Edward Foster, manager of WLAW Lawrence, Mass., and former media director of Lever Bros. During his long association with the latter company—from 1922 until last January—Mr. Foster expounded, and continues to do so today, the value of research.

As an illustration, he goes back to the early stages of his Lever days when one of the company's most famous products, Lifebuoy soap, wasn't doing so well in Bridgeport, Conn. At that time Lever had no research department

(Continued on page 50)

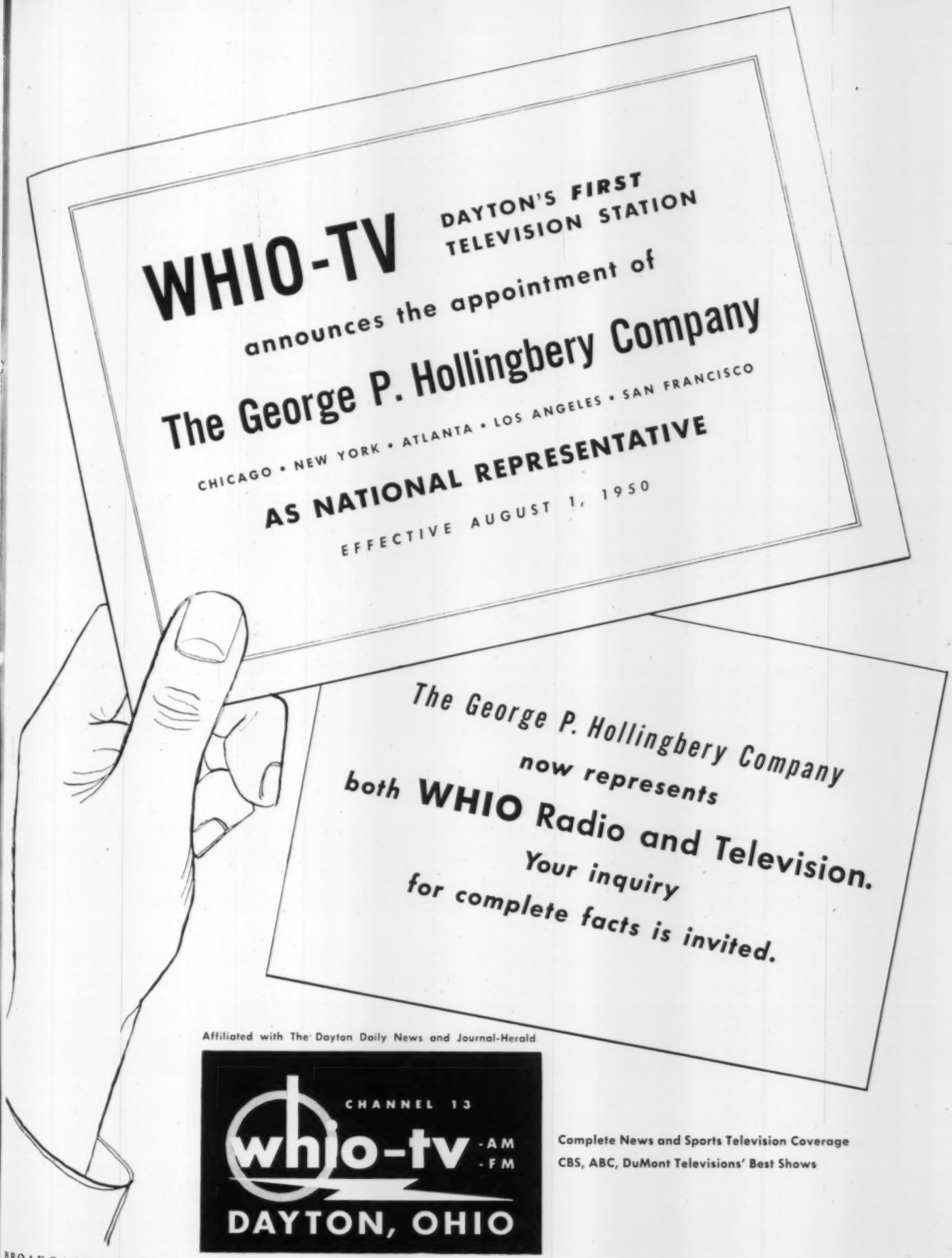
Static and Snow

By AWFREY QUINCY

The Cremation of FCC

There are strange things done down in Washington by the men on the public roll
The Capital trails have their secret tales not found in record or scroll.
The District lights have seen queer sights, but the strangest they ever did see
Was the Desperado from Colorado unfreezing the FCC.
Now the FCC as all agree was once an appointive snap
Till the mystery entitled TV came along to set a trap;
Nobody knew what the waves would do when they hit the troposphere,
And the grinning beast who knew the least was called the engineer.
They dotted the nation with many a station, cementing the tie that binds
With Mosaic flow of ghost and snow and fancy Venetian blinds.
As the images danced they issued more grants, upsetting every barrier
While interference made its appearance in every primary area.
The trouble they made caused a great fusillade

(Continued on page 49


WHIO-TV
DAYTON'S FIRST TELEVISION STATION
announces the appointment of
The George P. Hollingbery Company
CHICAGO • NEW YORK • ATLANTA • LOS ANGELES • SAN FRANCISCO
AS NATIONAL REPRESENTATIVE
EFFECTIVE AUGUST 1, 1950
The George P. Hollingbery Company
now represents
both WHIO Radio and Television.
Your inquiry
for complete facts is invited.
Affiliated with The Dayton Daily News and Journal-Herald
CHANNEL 13
whio-tv
-AM
-FM
DAYTON, OHIO
Complete News and Sports Television Coverage
CBS, ABC, DuMont Televisions' Best Shows

front office

ROBERT W. BUIS, program director WFMU (FM) Crawfordsville, Ind., appointed station manager. Succeeds **MAC JONES**, resigned. **CARL SCHLEMMER**, salesman, named commercial manager.

MALCOLM GREEP, general manager Owensboro On The Air Inc., named vice president of corporation, operator WVJS-AM-FM Owensboro, Ky. Succeeds **J. MILLARD HAYNES**, whose stock was purchased by **V. J. STEELE**, president of firm.

Mr. Greep

ROBERT EMCH, chief engineer and supervisor WARC Rochester, N. Y. construction, named operations director, newly-created position. Will supervise operating personnel, all of whom have moved to 2670 Clinton Ave.

MYRON A. ELGES, sales manager KCBS San Francisco, to George D. Close Inc., West Coast representative of Branham Co.

DUNCAN McCOLL, member sales staff KOA Denver for 13 years, appointed sales manager, succeeding **BERRY LONG Jr** [BROADCASTING, July 17]. **JERRY LAWTON** to KOA as account executive.

JACK TOLEN, news editor KFRU Columbia, Mo., to WDTV (TV) Pittsburgh in executive position.

WALLY SEIDLER, manager KSMA Santa Maria, Calif., to KVEN Ventura in charge of Oxnard area.

JOE ANDERSON succeeds **JACK MULHALL** on sales staff KTRI Sioux City, Iowa. Mr. Mulhall resigned to enter Paulist Fathers novitiate in New Jersey.

MONROE H. LONG JR., recent college graduate, to The Branham Co. station representative, at New York office in radio-TV department.

JOHN MOWBRAY, KRON-TV San Francisco, to KSMO San Mateo sales staff.

IRVING F. TEETSELL, WFIL-AM-TV Philadelphia, to WENT Gloversville, N. Y., as manager. Was manager WFPG Atlantic City, N. J.

Mr. Teetsell

ROBERT E. TRACE, salesman and sports announcer WMGW Meadville, Pa., appointed manager, succeeding **DAVE DAVIES**, resigned to join Weimer Assoc. Columbus, Ohio, public relations and publicity departments. **JAKE HANKS** named WMGW commercial manager.

JOHN M. HABERLAN, district manager Persona Products Corp., Oklahoma City, to sales department WKY Oklahoma City.

ROBERT LYONS, program director WFEC Miami, Fla., appointed station manager, succeeding **LYLE WILLIAMS**, resigned.

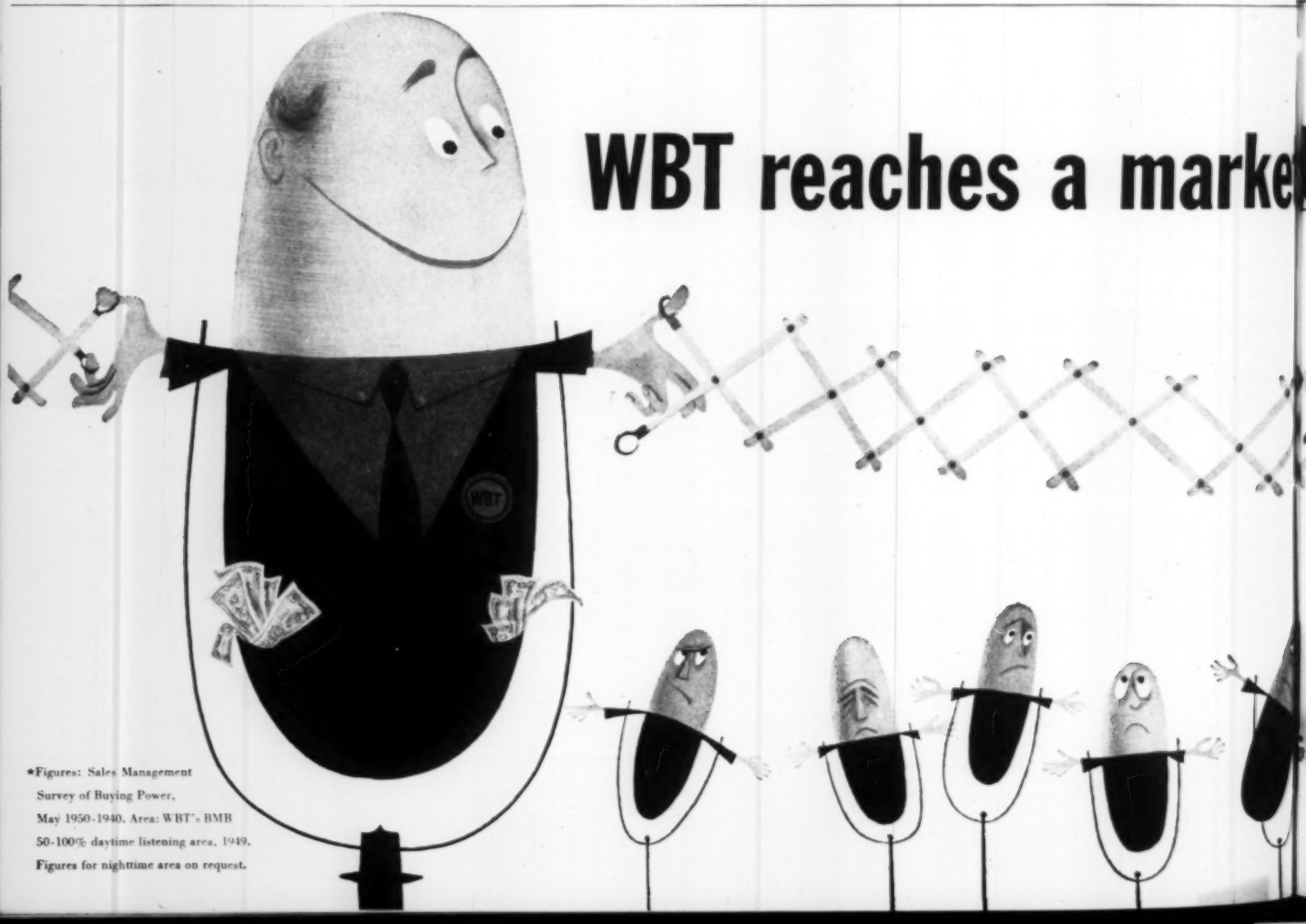
RALPH J. MYERS, WKY Oklahoma City, to KLRA Little Rock, Ark. as administrative assistant.

FRED KUNZ to sales staff WTMJ Milwaukee. **JIM TEMPLETON**, AM salesman, transfers to TV sales.

THEODORE F. SHAKER, sales department *Farm & Ranch with Southern Agriculturist*, to Katz Agency Inc., Chicago, sales staff.

Personals . . .

ADRIAN MURPHY, CBS vice president and general executive, and **FRANK FAULKNER**, network vice president in charge of program operation, in Hollywood for preliminary talks on network plans for its


WBT reaches a marke
WBT
*Figures: Sales Management Survey of Buying Power, May 1950-1940. Area: WBT's BMB 50-100% daytime listening area, 1949. Figures for nighttime area on request.

Television City on recently purchased Beverly Blvd. at Fairfax Ave. site. ... **TOM E. PARO**, account executive MBS Chicago, elected president Chicago alumni chapter Alpha Delta Sigma, national professional advertising fraternity.... **BETTY REMBERT**, daughter of **CLYDE W. REMBERT**, managing director KRLD-AM-FM-TV Dallas, married to David Milam July 14.

DICK JOY, president KCMJ Palm Springs, Calif., signed for role as TV announcer in forthcoming MGM production, "To Please A Lady." ... **FRANK SCHREIBER**, general manager *Chicago Tribune* radio properties (WGN-AM-FM-TV Chicago), is at Passavant Hospital, Chicago, recuperating from emergency appendectomy performed July 13. He will be convalescing for about a month.... **ROY BACUS**, commercial manager, WBAP-AM-FM-TV Ft. Worth, Tex., scheduled to leave Aug. 3 on two-week tour of duty with Naval Reserve.

ERNEST de la OSSA, NBC director of personnel, and Bonnie Slattery Walt married July 15.... **AMON G. CARTER**, president WBAP-AM-FM-TV Ft. Worth, broke ground July 10 for Amon Carter Administration Bldg. and airfield named in his honor at Greater Ft. Worth International Airport.... **HALSEY V. BARRETT**, account executive DuMont TV Network, father of boy, Halsey Vail Jr., July 12.

On All Accounts

(Continued from page 9)

horseman in Chicago, where he was a cannoneer on the lead horse in the 122d field artillery horse-drawn National Guard unit. He's liked horses, and movies, ever since.

Returning to Chicago with an AFRA card and $7 clutched in his hand, Jim toured the soaper and stock circuits and walked into Grant Advertising when he was ready to put theories of commercialism and artistry to the test. Snaring an interview with Lew Valentine (the original *Dr. I. Q.*), he was put on the job as assistant radio director by Will Grant an hour and one-half later. Jim thought he was going out faster than he had come in when, five minutes later, Mr. Grant called, said he had reconsidered, and gave Jim a $50 a month raise.

Placed in charge of agency publicity and public relations, Jim drafted himself as advance man for Dale Carnegie, who wanted publicity on his national tours of instruction on winning friends and influencing people. After four years at Grant, Jim joined McCann-Erickson, Chicago, in 1941 as assistant radio director.

Among his shows were *Musical Millwheel* for Pillsbury and *Auction Quiz* for Standard Oil of Indiana, both on the Blue Network, and *Clara, Lou and Em* for Pillsbury on CBS. He became radio director in 1942, remaining until 1944 when he went into the Marine Corps.

After drilling recruits on the colonel's staff in San Diego and Hawaii, Jim went back to McCann-Erickson in 1946 as radio account executive on Standard Oil and supervisor of special events. He went into TV for the first time last fall when Standard bought the *Wayne King Show* on NBC-TV after Jim made the presentation, compiling it for four months.

Radio and television director since January, he plans and supervises business for Standard, Swift & Co., International Harvester and Hyde Park Beer, which use broadcasting media regularly. Other accounts include Maytag, Trans-Canada Air Lines and Allied Van Lines.

Married to the former Marie Louise Sime of Tampa, Fla., Jim and his wife have two children, Judy, 8, a ballerina who has studied since she was 3, Jimmy Jr., 9.

Jim has given up violin playing, "because I'm surrounded by talent at home." Now he's a deep-sea fishing devotee, jaunting to Florida twice yearly and swapping fish stories with fellow-liars in Chicago Radio Management Club, Television Council and Federated Advertising Club.

DISCOVERY that golf championships run in the Lindsay family of Decatur, Ill., is made by Matt McEniry, public affairs director at KLZ Denver, during the Denver Women's Western Golf Tournament held last month. Mr. McEniry interviews Marjorie Lindsay, winner of the recent Trans-Mississippi contest and participant in the Denver tournament. Marjorie is the sister of Merrill Lindsay, WSOY Decatur general manager, who won the BROADCASTING golf competition at the NAB convention this year.

Canadian Radio Week

CANADIAN Radio Week is being held this year from Sept. 30 to Oct. 7, with a joint promotion by the Canadian independent stations and the Canadian Radio Mfrs. Assn.

ke bigger by far than 10 years ago!

... Almost 3½ times more retail sales dollars—

*$1,246,420,000 last year! (And lots more people, too!)**

try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS

CHARLOTTE, N. C. • REPRESENTED BY RADIO SALES

air-casters

RALSTON BROOKE to WRNL Richmond, Va., in charge of publicity and promotion.

STERLING WRIGHT rejoins WORD and WDXY (FM) Spartanburg, S. C., as program director. Helped put WORD on air 10 years ago.

ERNIE KERNS, morning man WCSI Columbus, Ind., named promotion director, in addition to duties on *Kern for Breakfast* show.

DAVE CHASE to announcers' staff WTMJ-AM-TV Milwaukee. Was with KALB Alexandria, La., and WMMJ Peoria, Ill. **AL BUETTNER,** m.c. *Music 'Til Past Midnight* on WTMJ, to staff announcer for both AM and TV.

ED HALDEMAN, radio writer-producer, named co-producer with Ralph Hunter ABC *Welcome to Hollywood.*

LLOYD MOSS, WAVZ New Haven, Conn., announcer, to WHLI-AM-FM Hempstead, L. I., announcing staff.

CAL CARTER, news editor WFEC Miami, Fla., appointed program director, succeeding **ROBERT LYONS** (see FRONT OFFICE).

BARRY SHERMAN, member production staff WLEE Richmond, Va., to WSCR Scranton, as program and sports director.

LUIS MARTINEZ, NBC Hollywood budget clerk, to network program department.

JOHN RICKWA to announcing staff KTRI Sioux City, Iowa.

GEORGE W. FAUST, assistant traffic manager, DuMont TV Network, named traffic manager.

RICHARD W. LONG, chief announcer WFMU (FM) Crawfordsville, Ind., named program director succeeding **ROBERT W. BUIS** (see FRONT OFFICE). **SUE COLVIN,** continuity director, appointed woman's director, succeeding **FRAN PARKER,** resigned. **JOHN MARSHALL** joins summer announcing.

HENRY L. DOUGLAS, WLWT (TV) Cincinnati set-up department since 1949, to production staff.

JEAN RIEMAN, KGO San Francisco secretary, promoted to program coordinator KGO-TV. **WILMA KING,** KGO audience mail department, to production department.

MERRIE VIRGINIA FENTON joins KEX Portland, Ore., to conduct *Merrie Virginia* show, weekdays, 4:45 p.m.

VERNON APPLEBY, floor manager KTTV (TV) Los Angeles, to KPIX (TV) San Francisco in same capacity.

TAL HOOD, WCRB Waltham, Mass., to announcing staff WFGM Fitchburg, Mass.

CLOYDE P. HOWARD, instructor Don Martin School of Radio Arts, Hollywood, to ABC Hollywood announcing staff. **PAUL STEWART,** KFWB Hollywood announcer, and **ORVAL B. ANDERSON,** chief announcer KGFJ Los Angeles, to network's vacation announcing staff.

BANDEL LINN, cartoonist for *Colliers, The New Yorker* and others, to WSPB Sarasota, Fla., as m.c. of *At Home With Bandel Linn.* **RUTH E. HEARN,** WCAY Charleston, W. Va., to WSPB continuity staff.

C. G. (Tiny) RENIER, director Pasadena Institute for Radio, Pasadena, to KLAC Hollywood as program director. Was program director KMPC Hollywood.

ROBERT (CARRINGTON) RADEL, formerly known as Mark Roberts, WSRS Cleveland, to announcing staff DuMont TV Network and WABD (TV) New York. Was chief announcer WHVR Hanover, Pa., inadvertently identified as WHBR Hanover, N. H., in this column last week.

ZANE KNAUSS, news editor WMGW Meadville, Pa., named program director.

VAL BROWNE, KDYL Salt Lake City, to NBC Hollywood announcing staff.

JOHN BAADE, with FBI in Boston, to service staff WOAI-TV San Antonio, Tex.

ETHEL GREY, WQUA Moline, Ill., and WFRP Savannah, Ga., to WMTW Portland, Me., as director of women's activities.

JOSEPH J. HERGET, program director WPLH Huntington, W. Va., to similar position WTIP Charleston, W. Va.

RICHARD F. VAN WINKLE, KPHO Phoenix continuity chief, resigns to join Graphic Arts Co., North Hollywood.

BOB NEAL, sports director WERE Cleveland, named program director in addition to present duties.

JOHN BROOKMAN replaces **LARRY AUERBACH** on NBC Chicago's AM production staff. Mr. Auerbach transferred to TV production. **WILLIAM FALLS,** transcription production, replaces Mr. Brookman as director Daylight Saving Time delayed broadcasts; **DONALD HASSLER** succeeds Mr. Falls.

ED HERP, graduate Twin Cities Television Workshop, Minneapolis, to WKRC-TV Cincinnati.

DAVE PAGE, announcer KIRO Seattle, elected president Seattle AFRA, succeeding **SAM PEARCE,** KOMO same city.

SIGVARD RUBENOWITZ on training assignment at KDKA Pittsburgh through arrangements made by Westinghouse Electric International Co. through National Student Assn. at Mass. Institute of Technology.

JEANNE De VIVIER, continuity writer KFBC Cheyenne, Wyo., to program assistant KFBK Sacramento.

DON MEIER, NBC Chicago TV producer, and Lorena Mae Bennett married July 8.

MICHAEL BOSCIA, executive assistant CBS press information, father of boy, July 14.

JACK VAN COEVERING, m.c. *Woods and Waters* on WXYZ-TV Detroit, awarded special citation for "outstanding work in field of conservation in 1949" by Michigan Outdoor Writers' Assn.

SAMUEL KAUFMAN, radio publicity supervisor NBC press department, father of boy, Neil Leroy, July 16. Mrs. Kaufman is Dorothy Darling, radio actress.

DON RYAN, assistant film director WWJ-TV Detroit, and Violet Martin married June 23.

GLORIA FORD, assistant sales promotion and advertising manager WI Detroit, announces coming marriage **DEAN LINGER,** head ABC Cen Division advertising and promo dept., Chicago. Wedding schedu for Aug. 5 in Detroit.

JIM WATSON, announcer WT Worcester, Mass., father of b Gregory Bennett, July 11.

FERN SHARP, women's comme tator WBNS and WELD (FM) Colu bus, Ohio, subject of *Ohio St Journal's* "Women in Busine series last week.

JOHN HURLEY, Don Lee Netwo Hollywood, publicist, and Doro Olsen married July 8.

LEWIS ARNOLD Jr., program dir tor WSOU (FM) Seton Hall U., So Orange, N. J., named chairman Ca olic Broadcasters Assn.'s commit on Catholic-owned radio stations.

PAUL MASTERSON, KNX Hollyw *International Disc Jockey,* father girl, Deborah, July 9.

BETTY SCOTT, WARC Rochest N. Y., and first woman to fly a pla provided picture of herself to Smi sonian Museum for special "Ea Birds" exhibit.

CLAYTON FOX, CBS Hollywood a ministrative assistant in accounti department, father of girl, Leslie J July 9.

News . . .

MARK A. WEAVER, WKY Oklaho City, to KLRA Little Rock, Ark., a news director.

RAY JOHNSON, journalism instru tor U. of Oregon, to KNBC San Fra cisco news staff.

JOHNNY McNEVIN, sports announ cer WNDR Syracuse, N. Y., rejoi WMID Atlantic City, N. J., as sport announcer and disc jockey.

JERRY JACOBS, New Brunswick N. J., *Daily Home News,* to WMT Morristown, N. J., news staff.

CHARLES and **GENE JONES,** photog raphers for *Washington Post* a *Washington Times-Herald,* respe tively, to Korea to cover war f NBC-TV.

Col. ALBERT S. BAKER, columni and news editor WKXL Concord, N. H resigns to join public relations depar ment The Brown Co., Berlin, N. H.

BOB BOWER, program director WT Charleston, W. Va., appointed direct of sports and special events.

JAMES CALLOWAY, WBAP Fo Worth newscaster, father of girl.

N.Y. RAILROADS
Set Contract With RRN

INITIAL 26-weeks contract for three half-hour programs a week over the 13-station Rural Radio (FM) Network has been signed by the Associated Railroads of New York State, according to Michael R. Hanna, general manager of the network.

Effective Aug. 1, Mr. Hanna said, the railroads will sponsor the *York State Farmer* show Tuesday, Wednesday and Thursday. Commercials, institutional in nature, will be used to point up the close affiliation of interest between agriculture and the railroads in New York State, Mr. Hanna said.

Botany Mills Show

BOTANY MILLS Inc., Passaic, N. J. (men's suits and ties), will sponsor *The Botany Song Shop Starring Ginny Simms* starting Sept. 17, over ABC Sunday, 10:15-10:30 p.m. The 52 week show, originating from Hollywood, was placed by Alfred J. Silberstein of Bert Goldsmith Inc., New York.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

SPORTS RIGHTS

Broadcasters Protest Calif. Proposal

INTENSIVE study of the hotly protested California State Athletic Commission proposal to regulate broadcasting and telecasting of boxing and wrestling matches is being made by Asst. Atty. Gen. Kenneth Lynch before a decision on legality of measure can be rendered [BROADCASTING, June 26].

This was revealed at a public hearing in Los Angeles July 14 when radio-TV spokesmen attacked the wisdom of the measure, identified as Rule 542. They termed it unconstitutional on several grounds.

Donn B. Tatum, president of California State Broadcasters Assn. and vice president-general counsel of Don Lee Broadcasting System, charged the commission was "getting into the sensitive field of censorship." He reminded that radio and television already are under FCC regulation and therefore it is beyond the athletic commission's legal power. He further charged that the commission is trying to institute a rule which was rejected by the 1949 State Legislature.

Mr. Lynch, counsel for commission, asked if opponents to the proposed rule didn't think it the duty of the board to act if "continuation of television means the end of boxing and wrestling in the state." He made it plain that the state is interested in its tax revenues from these athletic events.

John Hearn, counsel for KLAC-AM-TV Hollywood and other California stations, challenged the inference and demanded proof that either media is hurting gate receipts. He declared that the board had no right to "discriminate" against radio or television.

Charge 'Premature' Judgment

Bryan Moore, counsel for ABC Western Division, argued it was "premature" to judge television as harmful to boxing.

Although he did not elaborate, Commissioner Joe Phillips of San Francisco came back with: "We already have evidence of that."

Charles L. Glett, vice president in charge of television for Don Lee Broadcasting System, declared his organization "lost $97,000 and gave away $9,000 worth of advertising time" telecasting boxing matches at the Hollywood Legion Stadium.

Joe Stanley, fight manager, came back quickly with: "The Legion lost $250,000, so I think Don Lee hurt the Legion more than the Legion hurt Don Lee." He was the only fight manager to voice an opinion.

Expressing himself in no uncertain terms, Don Fedderson, vice president and general manager of KLAC-AM-TV, declared: "I think the commission has . . . temerity to even consider such a measure. In one phrase, may I say, this is America."

Proposed Rule 542 would prohibit any licensed club from engaging in or permitting radio broadcasts, telecasting or filming of boxing or wrestling matches without the commission's written consent.

WJVA KICK GRANT

Seek Renewals With Hearing

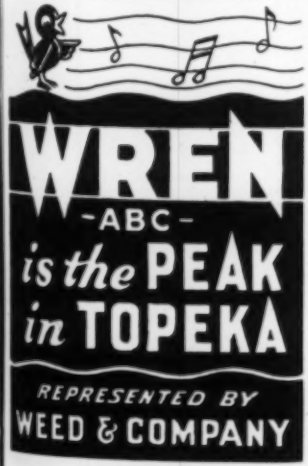
PETITIONS to grant renewal of licenses without hearing to WJVA South Bend, Ind., and KICK Springfield, Mo., were filed with FCC last week. The Commission earlier had ordered hearings to determine whether ownership of each station had been transferred without approval [BROADCASTING, May 22, June 5].

WJVA's petition outlined its ownership history, explaining the licensee was composed of some 58 local people from all walks of life "without previous radio experience" who "may have committed technical violations" of FCC's rules. WJVA contended, however, that such violations were without intent to conceal or deceive "but resulted solely from the lack of familiarity" with FCC's rules and "the absence of competent legal advice." WJVA told FCC full compliance in the future is assured and fulltime Washington counsel has been retained.

Similarly, KICK explained no purpose would be obtained through hearing since all pertinent facts have been supplied to FCC regarding ownership interests. An opposition to this view, however, was filed by KTTS Springfield, which earlier sought reconsideration of FCC's license grant to KICK. KTTS asked the hearing be held.

WJVA is assigned 250 w daytime on 1580 kc; KICK 250 w fulltime on 1340 kc.

DEDICATION of monument to first amateur and shortwave radio message flashed across Atlantic set for early in fall at Greenwich, Conn. Monument sponsored by The Radio Club of America.



Static & Snow

(Continued from page 44)

of moan and groan and scream,
So with loud trumpet blare the gods of the air came riding to earth on a beam:
They took one good look as with fierce rage they shook, then in unanimity
With glacial stare and with icy glare they froze up the FCC.
This occurred in October, neath skies gray and sober, back in nineteen forty eight
And the freeze stayed on, son, till Senator Johnson decided no longer to wait.
So he built a fire like a funeral pyre, using his chest for a bellows:
He threw in constructors of sets, and instructors, all acting like jolly good fellows.
With a learned scholar he tossed in color, which heaped the flames up higher:
With the wave that's ultra went a fancy consulter, and how he did perspire!
Then the heavens scowled and the winds they howled and the dead rose up and walked.
Then the stars came out and they danced about and everybody talked.
So the Desperado from Colorado said "Maybe it's time I looked.
"They've been sizzling so in this blaze and glow, they really should be cooked."
Ignoring the roar, he opened the door, and fearfully peeked inside
Expecting that he would surely see a mess all stewed and fried.
But to his dismay the corpses lay preserved, inert and fit.
Though the air was hot, the stiffs were not; they hadn't softened a bit.
And so they stay to this very day, no slightest sign of thaw,
No animation, just hibernation, gelid, bleak and raw.
Yes, there are strange things done down in Washington by the men on the public roll.
The Capital trails have their secret tales not found in record or scroll.
The District lights have seen queer sights, but the strangest is yet to be—
When a volcanic eruption or atomic disruption unfreezes the FCC.

Sterling Renews

STERLING DRUG Inc., New York, extends sponsorship for 52 weeks of *My True Story*, Mon.-Fri., 10-10:25 a.m., on ABC. Agency is Dancer - Fitzgerald - Sample, New York.

APS Adds 42

ASSOCIATED Program Service, New York, has announced the addition of 42 radio and television stations using its service, and renewal of contracts by 91 others.

ANTI-LOTTERY

Wisconsin Studies Giveaways

A NETWORK show and three local programs are being studied by the attorney general of Wisconsin for possible violation of the state's anti-lottery law. They are *Stop the Music* (ABC), *Omar Jackpot Quiz*, *Bread Basket Quiz* and *Food For Thought Jackpot Quiz*, all broadcast in Milwaukee. Investigation was sought by Milwaukee County District Attorney William J. McCauley after another giveaway, *Lucky Social Security Numbers*, was ordered revised [BROADCASTING, June 26, July 3].

Wisconsin law defines a lottery as including prizes, the element of chance, and consideration, last of which need not involve cash. A variation of *Lucky Social Security Numbers* has returned to WMAW Milwaukee after format was changed on order of the Milwaukee district attorney and the attorney general.

Attorney General Thomas Fairchild's office in Madison is studying scripts on the giveaway shows. Mr. Fairchild has FCC files on giveaways, which were forwarded last week after a conference with an FCC attorney in Milwaukee. Mr. Fairchild's assistant, William Platz, discussed the situation with the FCC lawyer also. No decision is expected from the attorney general for several weeks.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 23 OF THIS ISSUE

allied arts

HOWARD G. MAYER & Assoc., Chicago public relations firm, and **THE DALE O'BRIEN Co.,** same city, merge, with Mr. O'Brien becoming partner in Chicago office of Meyer firm. He was director of public relations and special events for WGN Chicago and Central Division of MBS.

JACK PERLIS, N. Y. radio-TV public relations consultant, to handle *Meet the Press* and *Leave It to the Girls* for Press Productions Inc., N. Y., and Rountree Productions Inc., N. Y., respectively.

NEWTON E. MELTZER, director program development Telenews Productions, N. Y., resigns to do freelance writing and directing assignments.

JOHN MULVIHILL appointed in charge of premium exploitation for *Time for Beany* show. **BOB CLAMPETT,** producer of show, moves to new offices at 840 N. Seward St., Hollywood.

ARLETTE BARTLEY, assistant managing director Southern Calif. Broadcasters Assn., resigns, effective Aug. 15, to accompany husband **KENNETH HARWOOD** who recently accepted teaching position in U. of Alabama radio department. **ELEANOR NICHOLS,** parttime SCBA and KUSC (FM) U. of Southern Calif. member staff, joins association on fulltime basis.

BENJAMIN H. KIZER, attorney, appointed Washington State chairman Crusade for Freedom, a project of Radio Free Europe.

JAY & GRAHAM RESEARCH Inc., Chicago, signs DuMont TV Network, General Mills and Compton Agency for its Videodex service.

Equipment . . .

FRANCIS X. RETTENMEYER, chief engineer for Federal Radio & Telegraph Co., to Philco Corp. as executive engineer to assist in administration of firm's Government and industrial electronics program.

WILCOX-GAY Corp., Charlotte, Mich., makes new issue of stock to purchase **GAROD RADIO Corp.** and **MAJESTIC RADIO & TELEVISION,** Brooklyn, N. Y. Firm will become **Wilcox-Gay-Majestic Corp.** All companies are headed by **LEONARD ASHBACH.**

Technical . . .

WILLIAM REEDER appointed chief engineer WFEC Miami, Fla.

MANUEL KLEIN, graduate RCA technicians school, to WHLI-AM-FM Hempstead, L. I., as engineer.

ALLAN KEES, transmitter supervisor KPIX (TV) San Francisco, named associate director engineering department.

ROBERT TRACHINGER, WTMJ-TV Milwaukee engineer, to KECA-TV Los Angeles in studio and field operations. **HENRY C. HILL,** WJRD Tuscaloosa, Ala. to vacation relief engineering staff for transmitter operations.

BOB HUNT, transmitter engineer, WJAS Pittsburgh, returns to post after absence since Feb., 1946.

EDWARD M. MARKMAN, chief engineer WSTC-AM-FM Stamford, Conn., resigns for reasons of health. **EDWARD A. FAUBEL,** assistant chief engineer, takes over duties as acting chief engineer.

BOB BURKE, engineer WWJ-TV Detroit, father of boy, Don.

ALLEN B. DuMONT Labs announces production of Type 294 Cathode-ray oscillograph especially designed for accurate study of pulse waveforms.

DON GOOD Inc., South Pasadena, Calif., produces Goodline Airlead, TV feed line designed to eliminate excessive losses.

RCA Victor announces new and revised edition of "Triple Pindex," guide to tube-base diagrams.

Douglas Chown Brace

DOUGLAS CHOWN BRACE, 43, vice president of James Fisher Co. Ltd., Toronto advertising agency, died July 13 at Toronto General Hospital from a cerebral hemorrhage.

Your sales message on WJDX—"the voice of Mississippi"—reaches an influential audience throughout the prosperous counties comprising Jackson's retail trade area. In mapping out your sales plans in this area, let WJDX give you a lift . . . 5000 watts day, 1000 watts night.

Respects

(Continued from page 44)

but did have a man who believed in research.

Without benefit of any study of sales and advertising history of the city, Mr. Foster's superior ordered him to Bridgeport. There, he walked the streets for two days, questioning people. He found out that Lifebuoy was the brand people "weren't liking the most." The reason was the scent. He went back to Cambridge and vigorously recommended modification of the scent.

"At first nobody could see this," he relates. "But soon the logic of it prevailed and from that day, even to the present, the modifications in scent, shape, size, color of products are a standing research and production procedure. Here at least is one case where, at the expense of a few bunions, sales curves were fattened."

During his 28 years with Lever Bros.—media director for 25—Mr. Foster had a first hand opportunity to see his ideas projected through radio advertising. That long experience also thoroughly familiarized him with radio and eminently qualified him for his post as manager of the 50 kw Merrimack Valley outlet.

Born in Boston

Albert Edward Foster was born Jan. 2, 1893, on the slope of historical Copps Hill in Boston's North End. His father, like his father before him, followed the sea. However, as Mr. Foster says, the family didn't follow father, but stayed in the North End where young Foster got his first schooling at the Bennett School, "whose illustrious alumni make me blush."

Then the Fosters moved inland 20 miles to the town of Woburn. There Edward Foster was graduated from grammar school. He took a year at Hill Business College, Somerville, after which he went into the advertising department of the telephone company at the tender age of 13.

After three years of thrift, plus hard work, he got enough money to go to Boston College High School. Graduating from there, he went to the Jesuit Seminary at Poughkeepsie, N. Y., and the School of Philosophy at Woodstock, N. Y. He spent approximately seven years in the Jesuit Order.

Next he returned home and went back to Boston College. After finishing there, he taught Latin and French in the high schools of Boston.

"Finding the kids too smart," Mr. Foster says, "I decided to go into journalism and went to New York City, spending a year as an editorial writer on the *New York Uncle Sam*. But this Uncle Sam wasn't rich because the paper folded within a year and I folded with it.

"Then I really began to live," he remembers. "I walked into the employment office of Lever Bros. in Cambridge, one hot day in August, and asked for a job. I gave them my background . . . and the genial gentleman said, 'You got a job in the soap works shoveling soap into vats . . . the temperature is 110' . . . I took it, but graduated from there into the advertising department in very fast fashion and continued with Lever in various research, advertising and radio capacities for 25 years."

When radio came on the scene, Lever made a late start, but a fast one, Mr. Foster says, and he was with them. Of the number of shows that came and went on the Lever air in 15 years, some were good, some were phenomenal and others were just plain "turkeys," he says.

Decisive Action Policy

Commenting on this, Mr. Foster remarks that if more sponsors were more courageous they'd drop radio properties at the first sign they weren't selling goods and radio would probably have more big name shows today. As it now stands, the same big names persist year after year, he points out.

When Lever left Boston last year, Mr. Foster elected to remain in the Hub area and Jan. 9, 1950, found himself presiding over the destinies of WLAW.

Mr. Foster is married to the former Mildred A. Clark. His hobbies include horticulture and reading. He belongs to the Radio Executives Club of Boston.

Recently, Mr. Foster made a series of public appearances to preach "New England Opportunities" to the people. By his record it would appear that there are few better equipped to expound that theme.

NEWS LIAISON

Special NARND Group Named

LIAISON committee to keep the National Assn. of Radio News Directors informed on government policy decisions regarding radio's role in the current international situation has been appointed by NARND President Jack Shelley of WHO Des Moines.

Committee members include Ted Koop, director of news and public affairs for CBS, and Cash Keller, news and special events director of NBC, both in Washington, D. C. Mr. Shelley also has asked Robert K. Richards, NAB public affairs director, to work closely with this committee.

He pointed out that the group "has authority to offer NARND's services and to speak for the association when its opinion may be needed in emergencies which do not allow time for consultation with my office." The men have attended several conferences with government officials to discuss what will be expected of the radio industry and of radio news coverage in case of a national emergency.

The NARND has a membership of 200 radio news editors and broadcasters in every state.

LOBBY REPORT

Congress Gets Quarterly Review

QUARTERLY reports and new registrations for January-March, dealing with activities of broadcast station and industry representatives opposing restrictive radio-TV legislation under the 1946 Lobbying Act, were outlined in a voluminous document filed with Congress by the House Clerk and Senate Secretary July 14.

Among those filing reports under the act were officials of networks, NAB, Radio-Television Mfrs. Assn., the Clear Channel Broadcasting Service and others.

Reflected in the registrations was the allied industry's genuine concern over stringent Congressional proposals to (1) license networks and sever network and station operations; (2) break down the clear channels and impose a ceiling on Class 1-A station power; (3) give FCC additional sanctions over licensees, permittees, etc.; (4) vest certain administrative functions of FCC in the Commission Chairman; (5) create a Radio Frequency Control Board or "super FCC."

One proposal which the industry supported rather than opposed was the now moribund bill sponsored by Sen. Ernest W. McFarland (D-Ariz.), to realign FCC along procedural lines.

Ralph Hardy, NAB legislative liaison on Capitol Hill and newly-registered under the Lobbying Act, was listed for an annual salary of $17,500 for services performed while director of NAB's radio division and "no specific amount" for legislative expenses. He reported a general expense account was provided.

Don Petty, former NAB legislative counsel, reported that he received $3,750 as a retainer fee from NAB during the period January-March, and a total of $1,007.05 for business expenses in connection with activities in all fields of law relating to NAB as a client.

Says Not Applicable

According to the report, Mr. Petty felt, however, that the 1946 Lobbying Act was not applicable to him on grounds that his activities relating to Congressional legislation were "incidental" to those as attorney for NAB. He pointed out he had registered anyway to carry out his duties as attorney so as to nullify any question being raised as to propriety of his actions with respect to any legislation.

Mr. Petty cited specifically during the first quarter of 1950 such legislation as S 1973 (the McFarland bill to reorganize FCC along procedural lines); S 1847 (by Sen. William Langer (R-N.D.) to outlaw alcoholic beverage advertising on radio-TV); the President's Plan 11 (to reorganize FCC); HR 6949 (by Rep. George Sadowski (D-Mich.) to create a "super-FCC" and give FCC additional sanctions), and a tax proposed before the House Ways & Means Committee (to levy a 10% excise tax on television receivers).

Mr. Petty listed $342.76 for expenses covering letters sent to NAB board of directors on the Langer liquor bill, wires to TV stations on the proposed TV set excise, letters to the networks on the controversial Sadowski bill.

Earl Gammons, vice president and director of CBS Washington operations, specified interest in all legislation affecting the radio-television industry, particularly in the McFarland and Sadowski bills and also in a measure by Rep. Harry Sheppard (D-Calif.), to license networks and divorce network-station operation functions.

For expenditures Mr. Gammons listed a total of $125 for travel, food, lodging, entertainment, etc., during the period January-March.

RTMA Representatives

Joseph E. Casey, representing Radio-Television Mfrs. Assn., said he is receiving a $5,000 retainer and $1,000 a month plus expenses to run for the remainder of 1950. He was retained, during the first quarter, on behalf of the proposed TV set tax.

Bond Geddes, also of RTMA, reported expenditures of $61.90 including $49.60 for expenses of conferences and meetings with the association's excise tax committee. He also mentioned opposition to the Treasury Dept.'s suggested TV set levy.

Frank M. (Scoop) Russell, vice president in charge of NBC Washington operations, reported $461 in expenditures to be deferred by NBC for the first quarter—comprising telephone, telegraph, food, travel, lodging, etc.

Mr. Russell registered interest in the McFarland-Sheppard-Sadowski measures, especially those provisions dealing with network licensing, FCC reorganization, a proposed Radio Frequency Control Board, and libel and slander in political broadcasts. In general, he reported interest in all legislation "affecting radio communication or manufacturing companies."

The Clear Channel Broadcasting Service reported $6,626.19 for expenses during January-March, and receipt of $39,000.13 in dues and assessments from 15 member stations in the Class 1-A standard broadcast class. Money was not received or expended "solely or principally" for purposes falling within the Lobbying Act, the report noted.

CCBS, through its director, Ward Quaal, has been on record as opposing proposed legislation, S 491 by Sen. Ed Johnson (D-Col.) and HR 4004, a companion bill by Rep. Robert L. Ramsay (D-W. Va.), calling for breakdown of Class 1-A or clear channel ceiling on power of Class 1-A stations.

Mr. Quaal listed expenditures of $858.24 for the first 1950 quarter, although "only a portion of his activities came within the purview of the Lobbying Act," according to the report. He also listed expenses for NAB convention registration ($30), use of the Joint Hill Recording Facility ($15.65) and other functions.

EX-RADIO MAN MAKES GOOD

'Candles by Cosby' Is New Theme

WHERE are they now?—The pioneers of radio who reached their peak in the broadcasting field and then retired or turned to other business interests?

In most cases, the former radio executives have made successes of their new ventures. Typical of these is Clarence G. Cosby of Long Beach, Calif.

Before going into his new business—making hand decorated candles—Mr. Cosby had put behind him a lengthy career in broadcasting. For 10 years he was general manager of KWK St. Louis; for four years, in a similar position at KXOK St. Louis; then general manager of WINS New York, where he remained until the Crosley interests of Cincinnati bought the station.

Heads Westward

Mr. Cosby's next move was to N. W. Ayer & Son Inc. where for two years he was chief timebuyer. After that, he went into business in Forest Hills, N. Y., but several years later he and Mrs. Cosby decided they needed a vacation, sold the business and went to California. There they found a candle-making company was for sale and bought it.

Mr. Cosby (center) examines one of his candle-making processes.

* * *

Big factor in their successful venture is Mrs. Cosby's background of art and sculpturing. Because of this, the hand-decorated candle business is sort of second nature to her, Mr. Cosby said, and to son, Don, formerly with the Ford Motor Co.

"If Crosby can go into the fruit juice and cracker business, which is certainly not euphonious, why not 'Candles by Cosby'?" asks Mr. Cosby.

NAB DISTRICTS

Meeting Schedule Completed

NAB last week put the finishing touches on its schedule for 1950 district meetings to get underway next month and conclude in November.

As originally planned, District 15 will hold its meeting at the San Carlos Hotel, Monterey, Calif., Aug. 21-22, with Glenn Shaw, KLX Oakland, presiding as director. The District 16 meet is slated for the Roosevelt Hotel, Hollywood, Aug. 24-25, with Calvin J. Smith, KFAC Los Angeles, as director.

C. E. Arney Jr., NAB secretary-treasurer, who announced the schedule, also said that the St. Paul Hotel had been selected as headquarters for the District 11 conclave in St. Paul, Sept. 25-26. John F. Meagher, KYSM Mankato, Minn., is district director.

The 17 district meetings will be launched Aug. 14 in Seattle.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Insurance Firm's Radio

(Continued from page 20)

insurance company on KWTO is a farm service program conducted by Loyd Evans, KWTO's farm service director. This program features farm news, weather, markets and local and national news. Like most of the other MFA programs it is open to interviews with company personnel and other visitors.

Mr. Evans' program replaces the quarter-hour *Carter Family* show, which completed its contract with MFA Mutual and moved on to WSM Nashville, and the *Grand Ole Opry*, the latter part of May. The "Carter Sisters" with "Mother Maybelle" and "Chet Adkins" built up a great listener following in the Southwest Missouri territory while on the MFA Mutual program.

In a letter to MFA's Advertising Director W. Judd Wyatt, Dwight Darby, Springfield branch manager for MFA Mutual, wrote:

You might be interested in knowing of some direct results from our 12 noon broadcast with the Carter Family. A few days ago some folks from south of Springfield called the office and requested someone come down that evening and write up their automobile insurance. I made the trip and got the insurance sold. As the husband was paying me the premium the wife stated, "You can thank Junie Carter for this sale, because we've been listening to her on the radio and decided to follow her advice and get MFA Mutual Insurance protection." Radio advertising pays!

Farm Program Director Harold K. Schmitz, at KFEQ St. Joseph, Mo., has a great following of listeners in Northeast Missouri. Much of his popularity is due to his *Just Wonderin'* program, a 10-minute feature presented daily 12:15 to 12:25 p.m.

In advance of his broadcast he wanders over the country with his portable tape-recorder and makes interviews with people on things of interest he meets along the way.

Another KFEQ program, sponsored by MFA Mutual and other units, is in its fifth broadcasting year. Sometimes live talent, sometimes recorded music, this KFEQ program is always available to MFA personnel, or others with a valuable and interesting message.

Time Buying Problems

Programs and the buying of time are handled by Mr. Wyatt, who was formerly director of information for the Chicago office of the U. S. Dept. of Agriculture. Mr. Wyatt is well acquainted with radio and press operations, having put in several years in that capacity with various USDA agencies throughout the eastern half of the nation.

In addition to the regularly scheduled radio programs, individual MFA units and insurance agents often use spot time on other stations. For example, the Lebanon Exchange uses spot announcements on KLWT Lebanon. The MFA Cooperative Grain & Feed Co., St. Joseph, sponsors broadcasts of the night games of the St. Joseph Cardinals of the Western Assn.

The St. Joseph unit also sponsors U. of Missouri football and basketball broadcasts on KFEQ. To reach motorists on their way to U. of Missouri football games the insurance company and the MFA Oil Co. sponsor a 15-minute man-in-the-stands interview type program prior to the broadcast of all Missouri home games on KFRU.

Few companies or organizations in the state make a greater use of radio than do the MFA Mutual Insurance Co. and the Missouri Farmers Assn. Radio provides the MFA with a rapid and a flexible means of reaching its 125,000 members and more than 75,000 policyholders with daily information about the organization and its services.

In recent months there has been a listener desire to hear company officials tell about the various types of insurance and services offered. To fill this bill a tape recorder is in near-constant use in Mr. Wyatt's office. From master tapes "dubs" are made by KFRU technicians and are shipped out weekly to stations broadcasting MFA programs. Good reception from the use of these tapes has been experienced, and it is planned to make heavier use of them in the future.

The latest trend is toward a taped interview for a specific station, mentioning plenty of names of local people in the listening area of the station. In addition to MFA Mutual Insurance, everything from MFA Hybrid Seed Corn to Leonard refrigerators is sold, along with information about MFA's state convention.

MFA's first appearance in television was in 1949 when Mr. Wyatt sent a letter to WMCT (TV) Memphis, describing a color movie he had just completed for the MFA Oil Co. The reception was good and WMCT requested permission to use the half-hour movie on television. Showing was made on June 21, 1949.

It is claimed to be the first motion picture produced by a farmer cooperative to be shown on television. Included in the movie, besides sequences on MFA Oil Co. petroleum products, are scenes featuring the St. Louis Cardinals baseball club and a running presentation of comedian Jack Taylor, formerly with the Associated Press in Chicago and New York. This Wyatt-directed show is MFA's first appearance [on] television, but it is not necessar[ily] the last.

MFA Mutual President J. [W.] Silvey, who is also general ma[n]ager of the MFA Farm Sup[ply] Division, is sold on radio as [a] selling and information medium.

Commercials for the many MF[A] programs are written by membe[rs] of the advertising department, W. Wyatt, Dottie Strickler and D[on] Ferguson. Divisional commercial[s] such as those for the MFA Pla[nt] Foods and Seed Division, the MF[A] Oil Co., etc., are written by di[vi]sional personnel and edited by t[he] advertising crew.

Officers of the MFA Mutu[al] Insurance Co., in addition [to] President Silvey, are A. [J.] Sappington, vice president an[d] general counsel; Paul Keithl[y] secretary; F. V. Heinkel, cha[ir]man of the board and president [of] the Missouri Farmers Assn., a[nd] R. J. Rosier, secretary of t[he] board and secretary of the Mi[s]souri Farmers Assn. The board [is] comprised of seven members.

The MFA Mutual Insurance C[o.] spends approximately $80,[000] annually on all advertising, an[d] radio's share of this amount is [in] the neighborhood of $20,000.

HERE'S WHERE YOU'LL FIND MFA RADIO PROGRAMS

KGBX Springfield
6:45 a.m. M.W.F. Music

KTTS Springfield
8:55 a.m. M.W.F. Weather

KFEQ St. Joseph
11:45 a.m. Music, Weather, News

KWTO Springfield
12 noon Music, Markets, Weather

KFEQ St. Joseph
12:15 p.m. Interviews

KWTO Springfield
12:15 p.m. Music

KMMO Marshall
12:15 p.m. "Man-at-the-Exchange"

KWRE Warrenton
12:15 p.m. Music, Markets, Weather, News

KCHI Chillicothe
12:30 p.m. "Man-at-the-Exchange"

KWTO Springfield
12:30 p.m. News

KXEO Mexico
12:30 p.m. Markets, News

KBOA Kennett
12:30 p.m. Music, Markets, Weather, News

KIRX Kirksville
12:45 p.m. "Man-at-the-Exchange"

KHMO Hannibal
12:45 p.m. News, Weather Markets

KFRU Columbia
1 p.m. "Man-at-the-Exchange"

KNCM Moberly
12 m. Music, News

This schedule does not include spot announcements.

Other Recent Articles On Insurance Firms Using Radi[o]

Metropolitan Life's Programmin[g] Sells Better Living—Feb. 6, 1950.

Prudential Augments 'Gibralta[r] Strength' With Radio—Oct. 31, 1949.

Harold G. McCoy

HAROLD GLIDDEN McCOY, [6]9, vice president of Lewis & Gilma[n] Inc., Philadelphia advertising an[d] public relations firm, died July 1[7] at his home in nearby Malver[n] after a long illness. Born in Cor[t]land, N. Y., he was a veteran news[-] paperman and a pioneer in the fie[ld] of public relations. Prior to hi[s] association with Lewis & Gilma[n] he was in charge of public rela[-] tions accounts serviced by N. W. Ayer & Son, Philadelphia.

SHOOTIN' THE WORKS ON SLAUGHTERS (Ky.)?

Why fire advertising ammunition at Slaughters (Ky.)? With WAVE you can probably hit this State's sales mark around Louisville *alone.* . . .

We lay our sights on just one target—the 27-county Louisville Trading Area. We score bull's-eyes with 215,000 radio families who are really worth hitting—people who buy nearly as much merchandise as *all the rest of Kentucky combined!*

Aim to kill, boys. We'll do a bang-up job, without crippling your budget. Ask us or Free & Peters for all the facts.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

Mobilization Plans

(Continued from page 18)

will be quickly depleted" by civilian buyers.

He noted that components now used in TV sets would be directed toward manufacture of electronic equipment for such war uses as radar, aerial navigation systems, submarine detection devices, scanning and observation equipment, inter-unit communication and television apparatus for mass education programs at training centers.

Mr. Andrea also pointed out that the U. S. Signal Corps alone, during the last week of June, placed 36 contracts for such equipment, each for sums of $100,000 or more, and totaling in excess of $36 million.

"If the action in Korea continues and expands in scope," he added, "there is no doubt that electronic manufacturers will be required to change over quickly from the production of consumer goods to war materials."

Defense Priority

Companion bills, introduced by Sen. Burnet Maybank (D-S. C.) and Rep. Brent Spence (D-Ky.), chairmen of the Senate and House Banking committees, respectively, would authorize the President to (1) require priority on defense contracts over all others, including those held by radio and TV manufacturers; (2) control materials and facilities to guarantee fulfilment of military and "essential civilian" needs; (3) requisition property for national defense; (4) curtail installment buying.

"Under the program for increasing military strength . . . military and related procurement will need to be expanded at a more rapid rate than total production can be expanded," the President told Congress.

"The substantial speedup of military procurement will intensify these shortages (like steel). Action must be taken to insure that these shortages do not interfere with or delay the materials and the supplies needed for the national defense."

He stated further:

First, we should adopt such direct measures as are now necessary to assure prompt and adequate supplies of goods for military and essential civilian use. I therefore recommend that the Congress now enact legislation authorizing the Government to establish priorities and allocate materials as necessary to promote the national security; to limit the use of materials for non-essential purposes; to prevent inventory hoarding; and to requisition supplies and materials needed for the national defense, particularly excessive and unnecessary inventories.

Second, we must promptly adopt some general measures to compensate for the growth of demand caused by the expansion of military programs in a period of high civilian incomes. I am directing all executive agencies to conduct a detailed review of Government programs, for the purpose of modifying them wherever practicable to lessen the demand upon services, commodities, raw materials, manpower, and facilities which are in competition with those needed for national defense. The Government, as well as the public, must exercise great restraint in the use of those goods and services which are needed for our increased defense efforts.

President Truman did not mention television or any other heavy consumer goods which presumably would fall in the category of heavy inventories in the less essential group. It was believed that, in the long run, his proposal to curtail consumer credit would serve to cut back purchases of radio and TV sets now available and that the system of allocations would divert many radio and TV set makers to military production.

But the proposed legislation clearly included "component parts" along with "any equipment, supplies, or materials or facilities for manufacture, servicing, or operation of such equipment."

Loan Guarantees

To increase the production of essential materials, products and services, Mr. Truman urged that Congress authorize loan guarantees to increase output of certain materials. He did not identify them save to describe them as "in short supply."

The President also said he had asked Defense Secretary Louis Johnson to "exceed the budgeted strength of military personnel for the Army, Navy and Air Force" and to extend selective service where necessary.

Simultaneously, the Air Force and Army announced that reservists most needed are specialists in electronics, communications, and other technical branches—for both enlisted and officer personnel.

Support of President Truman's proposal for partial mobilization was evident on Capitol Hill. Some legislators called for all-out mobilization. But some Republicans thought Mr. Truman's proposal for controls should be closely scrutinized.

Congress also has taken note of scarcity of strategic materials, and the nation's whole stockpiling program, especially copper. The House last week voted to continue, for a full year, the exemption of the two cents-per-pound levy on copper imports. The Senate will consider the proposal (H J Res 502) soon.

It was brought out in floor debate that the U. S. copper reserve is at its lowest level since 1944, and that domestic supply falls far short of demand. Question arose as to whether the import levy would serve to hamper or build up the nation's supply, much of which is used in television, radio and other electrical appliances.

Rep. Thomas Martin (R-Iowa) said that the suspension of the copper tariff, which the resolution would seek to extend, has not enabled industry to create industrial copper stockpiles the past three years to meet any war emergency. The U. S. has similar levies on lead, zinc and other materials, it was pointed out.

"If there is insufficient copper for national defense needs, copper will properly be taken for these needs and private industry will have what is left," Rep. Richard Simpson (R-Pa.) told House colleagues.

It was generally indicated that the scarcity of copper would have a tremendous impact on those related component parts produced by the radio-TV industry for civilian needs. It probably would rank high on the list of scarce materials in the months ahead.

EUROPE SYMPHONY

ECA Series Sent to Stations

SERIES of one-hour programs featuring European symphony orchestras, prepared at the suggestion of broadcasters by Economic Cooperation Administration, is being distributed to stations by ECA. Project was supported by the NAB Unaffiliated Stations Committee when Ted Cott, then at WNEW New York and now with NBC, was committee chairman [BROADCASTING, Feb. 6]. Over 250 independent stations already have requested the series of 15 transcribed broadcasts.

The programs feature outstanding orchestras, conductors and composers of the Marshall Plan countries, according to Wallace Gade, ECA radio and TV director. Edward Gruskin, ECA's European radio chief, and Margaret O'Neill headed an ECA crew that spent eight months preparing the programs and recording them in the countries.

Standard and contemporary composers are represented in broadcasts by the Vienna Philharmonic, Concertgebouw of Amsterdam, BBC Symphony and orchestras from such nations as Ireland, Norway, Greece and Turkey. Each one-hour program, consisting of four sides 33⅓ rpm, has a short commentary on European rehabilitation by Frank Gervasi, former *Collier's* correspondent.

* * *

Messrs. Gade (l) and Gruskin go over symphonic recordings.

LEWIS CHARGED

Denies Nazi Relations

FULTON LEWIS Jr. last week brushed off charges voiced on the Senate floor by Sen. Hubert Humphrey (D-Minn.), former governor of Minnesota, dealing with the MBS commentator's alleged relations with the Nazi government in 1940.

Mr. Lewis described statements produced by Sen. Humphrey, Fair Dealing Democrat, as "falsehoods out of the whole cloth," and added that the Senator "knew and had proof of that fact when he gave them to the press."

The commentator said Sen. Humphrey had "carefully" withheld "repudiation of the documents," and charged this reflected on the legislator's "ethics and intellectual integrity."

BOOKLET itemizing 170 sponsored network radio programs remaining on air over four major networks throughout summer distributed by Executives Radio Service.

Mrs. Lucille Simmons
Lake-Spiro-Shurman
Memphis, Tenn.

Dear Lucille:

In yer time buyin', don't overlook this here market served by WCHS! It's gittin' better'n better all th' time! Jest seen th' report of th' Fed'ral 'Serve Bank in Richmond, and boy oh boy, does Charleston, West Virginny show up in department store sales! Fer th' month uv May, 1950, they wuz UP 20 percent o'er what they wuz a year before! That wuz more'n three times as much gain as any other city in th' whole fifth district! Now effen that don't show a good biznes area I don't know what wud, an' it's shore sumpthin' folks like you is glad ter know, ain't it Lucille?

Yrs.
Algy

WCHS
Charleston, W. Va.

SOUTH CAROLINA'S SUPERMARKET

HAS 36% OF SOUTH CAROLINA'S GASOLINE SALES

MAKE IT YOURS WITH WFBC

GREENVILLE, S.C.-5000 WATTS

The News-Piedmont Station

NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

Your recordings
dubbings
spots
pressings
deserve
RCA quality
RECORDING • PROCESSING
PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description...slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 7-B.

120 East 23rd Street
New York 10, New York
MU 9-0500
445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215
1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!
custom record sales
Radio Corporation of America
RCA Victor Division

'Voice' Expansion

(Continued from page 32)

Commission on Information backed President Truman in his plea for an additional $89 million to expand the Voice of America and whole information program. In a letter to Mr. Truman, the commission said it felt Congress should act on the request before it adjourns.

"The time element is such that the United States must move as rapidly as possible," it told the President. "We do too little now and next year may be too late in many areas. The propaganda effort of the USSR, now bordering on open psychological warfare, is a major threat to this government's foreign policy objectives."

The commission said it has reviewed field studies by the State Dept. in recent weeks dealing with necessary facilities "to reach critical areas of the world and to counter, as best it may be done, the tremendous jamming effort which the Russians are making."

The proposals were incorporated in the plan sent to the Budget Bureau in the form of the supplemental bill considered last week by the House Appropriations subcommittee. The commission said it supported them fully.

The advisory group also noted a disparity in recent years between some $15 billion for defense and some $6 billion for economic aid, on the one hand, and slightly in excess of $30 million for the information program.

Campaign Needed

It stressed that a "campaign for truth" is even more imperative —and the information field more "fruitful"—in light of the Korean aggression and "because the Kremlin has revealed itself and its intentions more clearly than at any time since the end of the war."

The letter was signed by commission members including Chairman Mark Ethridge, Justin Miller, NAB president; Erwin D. Canham, *Christian Science Monitor;* Philip D. Reed, General Electric, and Mark May, Yale U.

Support for the President's information program was offered on Capitol Hill by Sen. Style Bridges (R-N. H.) as part of his 25-point program to stop Communist aggression, and other legislators. In a statement on the Senate floor last Tuesday, Sen. Bridges called for strengthening of our overseas propaganda. He asserted:

"This can be a powerful weapon in our total effort. We need a much better and more effective program of truth. We need more vigorous, resourceful, and effective personnel to carry it out. We must tell the 800 million common people behind the Iron Curtain that we are their friends . . ."

Cordell Hull, former Secretary of State, also threw his backing behind the President's proposal in a letter to Sen. Thomas of the Foreign Relations subcommittee. He urged approval of the $89 million request "as speedily as possible" to counteract Communist distortions, misrepresentations and "barrages of falsehoods and twisted accusations" leveled against the U. S.

"In this situation we must in every way make our own purposes and objectives clear to mankind," he asserted.

The regular Voice appropriation encountered stormy opposition in the Senate. A move to restore the full budget request of $36.6 million to the State Dept. information program was beaten in Congress, which settled on the $32.7 million recommended by the Senate Appropriations Committee [BROADCASTING, July 17].

$11 Million for Voice

About $11 million of this amount is earmarked for the Voice. This sum, together with a sizable portion of the supplemental, would give the radio program upwards of $90 million if the full supplemental is approved, it was understood.

Total of $200,000 in the regular $11 million outlay is directed for Voice programs to Western Europe.

Congress cut the Voice despite warnings that the information program would face severe adjustments if it went along with the Senate economy bloc, including Sen. Pat McCarran (D-Nev.).

Sen. J. William Fulbright (D-Ark.) cited estimates showing State Dept.'s radio program would be pared some $405,000, and thus require elimination of broadcasting schedules abroad "and other promotional activities designed to expand the overseas listening audience."

Moreover, he pointed out, it would mean that the State Dept.'s International Broadcasting Division would be unable to activate new minority language programs in the USSR as contemplated.

Both Congressional appropriations groups had characterized program schedules as "extravagant" when they held hearings on Voice funds.

WHDH RATE CARD
Injects Eye Appeal

NEW RATE card with eye appeal which WHDH Boston says gets away from the standard card that often is "cumbersome and confusing," has been released by the station. WHDH has sent the card reflecting a general lowering of nighttime rates and raising of daytime rates, along with a letter to agency timebuyers.

General daytime rates are down 9.1%, general evening rates are down 14.3% and Sunday day rates are up 14.3%. Participating programs, which have been listed separately, are up 19.8%.

The card, which becomes effective Aug. 1, resembles the familiar graph with weekday and Sunday time segments listed down the left side with the rate for each time segment and length of announcement or time purchased printed across the page. Folder uses the basic rate for each segment as a key dollar figure.

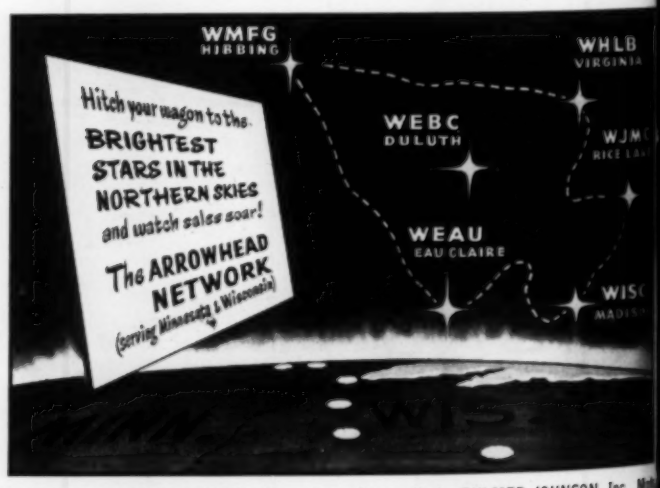
WHDH's new rate card, which is changed from four to three rate classifications, lists the basic hourly rate for Class A time as $306, for Class B time as $204 and Class C time as $153. Announcements are $40, $30 and $20 respectively.

New Ziv Sales

FREDERIC W. ZIV Co., New York, has announced purchase of *The Cisco Kid*, transcribed radio program, by four new advertisers: Farm Crest Bakeries Inc., Detroit, for 52 weeks in Toledo, Columbus and Lima, Ohio, and Kalamazoo, Lansing, Flint, and Saginaw, Mich.; Ballentine Packing Co. for Columbia, Florence and Greenville, S. C.; Austin Dairy Co., for 52 weeks in Austin, Minn.; Slaton Bakery, 52 weeks in Okmulgee, Okla.

THE NUNN STATIONS

The Nunn Stations, WLAP, Lexington, Ky., oldest station Kentucky's second market, 5000 watt, ABC affiliate, wants top local salesman. Write references, reason for desiring change, recent picture, etc. Drawing account against commission. Only best, experienced salesman considered.
Box 879F, BROADCASTING



Represented nationally by RA-TEL Reps., Inc.—Regionally by BULMER-JOHNSON, Inc.,

XUM

JULY 24, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

SELLING POWER ...CONCENTRATED

• This is the job for Spot TV: to take the incredible selling power of television and spotlight it into the markets where you need it most.

Sight, sound, action! Very simple, very direct, and — as more and more advertisers are finding out — very potent selling.

As most advertisers have discovered, this is the most potent, hard selling list of stations your TV dollar can buy.

WSB-TV	Atlanta
WBAL-TV	Baltimore
WNAC-TV	Boston
KFI-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	Minneapolis-St. Paul
WSM-TV*	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio

*On the air September

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in 50-70 minutes (once-a-week) of bone-crushing action and Gargantuan hilarity. Film-recorded as telecast over KTLA. Top West Coast TV sports event for 1949-50! Los Angeles Hooper for April-May — 38.8 Telerating, semi-final period. Now shown in more than 20 markets.

Most popular children's TV show on West Coast! Whimsical puppet adventure series (5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; bluff Uncle-Captain Horatio Huff'n'puff; the triple-dyed meanie, Dishonest John, and a host of other delightful puppet characters. Highest rated multi-weekly TV show in Los Angeles for past 8 months. Now building audiences in 22 TV markets.

"A glorious American era recaptured!" New hep-step revival of Mississippi sidewheeler entertainment (30 minutes once-a-week) featuring Nappy LaMare's Strawhat Strutters Orchestra; outstanding guest stars and acts; the dancing Dixiettes and oldtime minstrel routines by Popcorn & Peanuts. M.C.'d by Captain Dick Lane, movie veteran just voted "King of Hollywood TV" by West Coast televiewers. Los Angeles Hooper for May-June — 11.8 Telerating.

Paramount's TRANSCRIBED SHOWS offer a wide range of tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. Write, wire or phone for audition prints.

Paramount Television Network

Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700
KTLA Studios · 5451 Marathon St., Los Angeles 38, Calif. · HOllywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

JULY 24, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

FCC COLOR CAUCUS

Shadowed by International Crisis

IN A SERIES of all-day sessions inevitably tinted by the Korean crisis, FCC members and their top staff advisors last week canvassed, at least preliminarily, virtually all phases of the complex color television question.

The discussions at some points reportedly ranged away from the basic color issue onto such crisis-born questions as the possibility that television may have to give up some of its spectrum space—in the UHF if not VHF—to meet emergency needs of the military and safety and special services.

The question of delaying the color decision because of the international situation also was said to have been broached by at least one Commissioner. But the possibility that FCC would take this course was largely discounted—unless the nation has to convert to full wartime status.

The same feeling prevailed with respect to the possibility of postponing the UHF television hearings, which are slated to get under way shortly after the color decision is reached—possibly in September.

Talk of delay in both cases was based on the possibility that military needs may become so dominant that television transmission and receiver production will be reduced to a standstill, in which case color and UHF development as well as further VHF growth would have to await the return of peace.

Will Make Decision

Thus far, however, the Commission appears definitely determined to get out a color decision—one which, in one form or another, will authorize color operations.

But, thorough as they have been, the discussions to date have not progressed far enough to indicate which of the proposed systems may get the nod or whether multiple standards disapproved by the so-called Condon Committee [TELECASTING, July 17] may be set up.

The Commission devoted four full days to the color question last week and planned to resume its study this week.

Participants said they could not recall so thorough an approach to any other Commission problem. Chairman Wayne Coy refused to open any session until all seven Commissioners were on hand. Much of the early sessions was devoted to analyses and reports prepared by the Commission staff, but all of the Commissioners took part in the discussions.

Meanwhile, the fight between RCA and CBS, which with Color Television Inc. are sponsors of the three rival color systems under consideration, broke out again in letters to Chairman Coy.

Letter to Condon

CBS also sent a letter to Dr. Edward U. Condon, director of the National Bureau of Standards and chairman of the Condon Committee, characterizing the committee's report as "highly constructive and clarifying" in "many respects," but asserting that in "many places" it seems to "minimize the superiority of the CBS system both for now and for the future."

In the CBS-RCA battle, Judge Samuel I. Rosenman, counsel for Columbia, opened with a barrage against the reply brief filed by RCA answering the proposed findings which had been submitted by CBS [TELECASTING, July 3, 17].

Judge Rosenman said FCC should ignore the RCA reply brief "in its entirety," charging that it contained "irresponsible and inaccurate charges, gross distortions of the record, half truths, mis-citations, and errors."

He said RCA failed to comply with FCC's requirements by not making complete findings with respect to the CBS system, and charged that RCA put "new" material into its reply rather than into its original findings, "possibly realizing that such an attack [on CBS] could not withstand analysis."

Won't Ask Reply Time

Judge Rosenman said CBS "does not request an opportunity to reply, not only because it believes that further delay is contrary to the public interest, but because it believes that RCA's document has so far passed beyond the bounds of accuracy, and its procedure the bounds of fair play, that the document should be given no weight."

In answer, John T. Cahill, counsel for RCA, wrote Chairman Coy that "Judge Rosenman's characterizations of the RCA Statement in Reply are entirely unjustified and unjustifiable, and are not true."

He also contended that "on many vital issues [CBS] failed to refer to evidence that is contrary to the position it urged," and that "the effect could be highly misleading to the Commission and prejudicial to RCA, in view of the CBS pretension to completeness."

Cahill Charges

Mr. Cahill charged that the CBS findings "went to the extreme of denying that the RCA system is compatible" but "failed to mention" that Dr. Peter C. Goldmark, developer of the CBS system, "had admitted the RCA system is compatible."

He labeled "ridiculous" the CBS claim that its own color technique "is the most nearly compatible of the three systems." The Condon Committee, he said, "confirmed in two words (what everybody knows) that the CBS system is 'Not Compatible.'" The Committee also rated the RCA system "excellent" on compatibility, he added.

"In fact," Mr. Cahill said, "the CBS document of June 26 [pro-

(Continued on page 66)

SPORTS 'GATE'

Jordan Studies Decline

COMBINATION of four factors—unfavorable weather, shifting team performance, rise in number of new television set owners and normal leveling out of sports ticket-buying—are responsible for the decline in 1950 major league baseball attendance.

This was opinion of Jerry Jordan, U. of Pennsylvania graduate student and author of *Jordan Report* [BROADCASTING, May 22] speaking last Thursday on new findings in his television survey before a meeting of the television committee of the Los Angeles Chamber of Commerce.

Major clubs played only 517 dates at approximately the half-season mark because of unfavorable weather as compared to 558 in the same 1949 period, Mr. Jordan pointed out. This resulted in loss of 1,668,429 paid attendance. Better weather in early July resulted in a slight gain per playing date over same period a year ago, he stated.

Improved performance by four National League teams resulted in an average of 2.5% increase at the box office, Mr. Jordan said, pointing out that attendance gains and losses follow team performance records in years of comparable economic conditions. The New York Yankees and Cleveland Indians, which he termed "big-gate teams" with standing July 4 the same or below last year, had lost an average of nearly 9,000 paid admissions per date between them, he continued.

Reaffirm Novelty Aspect

Reiterating his contention that new set owners attend fewer sports events during the first year of owning sets, Mr. Jordan stated that purchase of TV sets by almost 2,000,000 in big league cities between the close of last season and beginning of this one did contribute to decline in box office attendance. His survey shows, however, that after first year novelty of the TV set wears off people start attending sports events again.

For example, he pointed out that in Philadelphia, where nearly half the families own TV sets and long-time owners outnumber short term ones, the Phillies drew a 30% increase over their 1949 attendance level, whereas the Athletics, in seventh place July 4 this year compared to second place at same time last year, show 53% attendance loss.

Mr. Jordan further stated a sporting news survey showed only 13 out of 58 minor leagues were ahead in 1950 attendance. Pointing out that in 39 of 45 loops reporting losses there is no television.

In explaining the fourth "leveling out" factor in box office decline, he stated that in 1948 and 1949 sports ran double their prewar rate of attendance because the public, which had held back from sports events during war, were anxious to attend games. This year it has more or less leveled out.

Mr. Jordan's complete report, started in 1948, is being published for distribution to all major sports enterprises by RTMA. Survey figures cover all television areas in the U. S.

AFTER launching Minute Maid's sponsorship of a weekly 15-minute segment of *Howdy Doody* over the NBC television network, James Rayen (2d r), advertising manager of Minute Maid Corp., gives "Howdy" a drink of his company's fresh frozen lemonade mix. Watching the proceedings are (l to r): E. L. Hill, account executive for Ted Bates Co. agency; Bob Smith, "Howdy Doody's" alter ego, and William H. Kearns, account executive, Bates Co. The segment sponsored by Minute Maid is telecast Friday 5:45-6 p.m. EDT.

COMPLETING contracts for sponsorship of 25 Monday evening feature movies and Wednesday wrestling matches on KFMB-TV San Diego are these San Diego County Chevrolet dealers and station personnel. Seated is Roy Miller, owner of City Chevrolet Co., San Diego. Standing (l to r): Wilson Edwards, m. c., KFMB-TV; Lou Kornik, owner, Guaranty Chevrolet Co., San Diego; Jack Gross, owner-manager, KFMB-TV; Lou Reneau Jr., owner, South Bay Chevrolet Co., Chula Vista; Al Flanagan, KFMB-TV program director.

CONTRACT for Official Television Inc.'s film library to be used on three NBC owned and operated stations, is set by James M. Gaines (seated), director of owned and operated stations for NBC. With him are Alex Rosenman (l), executive vice president, Official Television Inc., and Robert P. Myers, assistant general attorney for NBC.

IT'S smiles all around as George Mitchell (seated r), advertising manager, Appliance Service Corp., Charlotte, N. C., completes agreement to sponsor the Mon.-Fri. *Coolerator Scoreboard* on WFMY-TV Greensboro, *Daily News-Record* outlet. Seated at left is Larry Miller, vice president, Appliance Service. Standing (l to r): John Wirtz, Appliance Service sales manager; Charlie Harville, sports director for WFMY-TV, and Robert Lambe, WFMY-TV commercial manager. Appliance Corp. is Coolerator products distributor for the Carolinas.

DAWSON APPOINTED

To Head Pet Video Divisio

THOMAS H. DAWSON last week was appointed director of the te vision division of Edward Petry and Co. Inc., radio and television stat representative, to be effective Aug. 28.

Mr. Dawson resigned [BROADCASTING, July 17] as eastern sales ma ager of Radio Sales, radio and television stations representative, CBS, a fortnight ago. At the Petry company he succeeds Keith Kiggins, who has been appointed assistant to the president in the over-all management of TV and radio.

Mr. Dawson, upon graduating from the U. of Minnesota in 1936, was employed by Pillsbury Mills in its advertising department. From there he went to WCCO Minneapolis as a salesman, and later became sales manager. Subsequently he was associated with WBBM Chicago as a sales executive. After three years as a naval aviator during the war, he left the service with the rank of Lt. Comdr.

Mr. Kiggins, a former vice-president of ABC, is widely-experienced in station operation and management, both as network executive and as station owner. He joined the Petry company last August to organize the TV division.

Also announced by the Petry firm was the appointment of Robert T. Hutton Jr. [BROADCASTING, July 17] as TV promotion manager. He will be assisted by Howard Selger, former researc analyst for the sale and promoti divisions of NBC and ABC with years experience.

Richar E. Drummy, it al was announced, will join the staf of the Petry Dallas office. M. Drummy spent four years with th sales staff of WOW and WOW-T Omaha, and during the war serv four years in the Marine Corp.

RECEIVER PRICES

GE's Sahloff Sees Increas

CITING the Korean situation an increasing consumer demand a factors, W. H. Sahloff, manager o Generl Electric Co.'s receiver div sion, has predicted an early hal in the two-year decline in TV se prices.

Mr. Sahloff foresees possibl price increases later this year. He also reported that GE's TV sale for the first half of 1950 were 73% ahead of the like period last year. He predicted this figure would be exceeded by 50% during the second half.

MURALO'S FLAIR CAMPAIGN

Snowballs After Single WJZ-TV Test Show

AN ENTIRE CAMPAIGN to introduce a new product is growing from one 15-minute TV demonstration show over WJZ-TV New York, according to the R. T. O'Connell Advertising Co., New York.

It began with a problem: Flair, a new latex-based paint of the Muralo Co. of New York, was going on dealers' shelves in the middle of the summer, offseason for paint sales. Pending a full-scale campaign in September, how could interest in the product be kept alive?

A quarter-hour was scheduled on WJZ-TV July 12 from 12 noon to 12:15 p.m. With Walter Herlihy as m.c., and Ben Locko, Muralo Co.'s technical service director, as demonstrator, a jury of five housewives was selected from a studio audience.

Shown to Jury

Without rehearsal, the selling points of the product were demonstrated for the jury, and for a chemist familiar with paints, selected from the telephone book.

"The freshness and impact of the spontaneous comments of the housewives surprised us," David Lowns, speaking for the O'Connell Co., said. "Literally before our eyes the campaign itself took shape.

"We had become convinced that too many advertisers were jumping into TV without really merchandising it. We felt that we should at least try to scratch the surface," Mr. Lowns said.

The show was recorded by Vitapix. And with some editing, plus a new opening and close, the recording will be used nationally as a sales presentation for new dealers.

Pictures of the jury, together with the testimonials of its members and an analysis of the product by the chemist, have been used in a handbill with which the markets will be flooded during the summer.

In September a full-scale campaign, using TV, radio and other media, will "follow through." It will penetrate the West Coast, East Coast, parts of New England, Florida, Georgia, and Texas, and Milwaukee, Chicago and Detroit. Also Muralo plans a New York TV show in the fall, offering interior decorating service to housewives.

Pioneer Names

PIONEER Scientific Corp., licensee of Polaroid Corp., Cambridge (polaroid television filters and sun glasses), has appointed William Von Zehle, New York, to handle its advertising. An extensive spot campaign in television and radio will be used this fall.

XUM

Telefile:

A Veteran of 18 Years in Telecasting, WPTZ Now Enjoys a Ledger in Black

IN A FIELD where there is understandably an abundance of first-timers, WPTZ (TV) Philadelphia is a veteran. That best explains how the station stands in the business of telecasting.

The postwar period's hurry and scuffle to put things right in the video business came with expectation that sooner or later television would rush through the front door of millions of American family homes.

Chance, fortified by foresight, was responsible for WPTZ's position in the forefront. Thanks to a dozen or more years of telecasting experience and scientific development by its parent company, Philco Corp., WPTZ already had one foot in the door when the industry began its expansion.

Philco first began experimenting with television in 1928. Then, backed with the preliminary research by the company's experts, Philco obtained permission of the old Federal Radio Commission to operate an all-electronic television system. An experimental station—W3XE (which was to become WPTZ)—was established June 28, 1932.

As early as 1939, W3XE inaugurated regular program service—a far cry from top-rated network shows of today but enjoyable nevertheless to the minute audience served. At that time, there were only 250 sets in the area and since newspapers didn't log televised programs, WPTZ had to post-card its listeners with daily schedules; a practice that lasted until early 1947 when, with sets reaching the 5,000 mark, Philadelphia papers began adding a TV listing.

Set Ownership Grows

In the ensuing three years, television set families have mushroomed in the Philadelphia area. Today, the Quaker City is credited with some half a million sets, ranking the metropolis fourth TV-wise in the nation.

There's little doubt that this spiraling set population, to a great extent, has been influenced by the aggressiveness of WPTZ, particularly so because the city has only three TV stations.

Throughout its history—WPTZ was granted a commercial license and officially acquired its call letters in 1941—the station has concentrated on an amazingly simple theory: Provide the best possible service that television engineering and know-how can produce.

Regardless of the competitive nature of "claims" in the business of telecasting, WPTZ, an NBC affiliate, feels it has gained undisputed place as a true pioneer in the development of television engineering, programming and in the commercial aspect.

Only last spring, it was WPTZ which helped take daytime television out of the ranks of "experiments" and make it stand on its own. After much checking by its staff members, WPTZ decided the feature film was a big attraction for daytime viewers. Instrument of this brief was *Hollywood Playhouse*, which presents a film each afternoon Monday-Friday. The series came up with a startling 27.1 on the American Research Bureau rating for April.

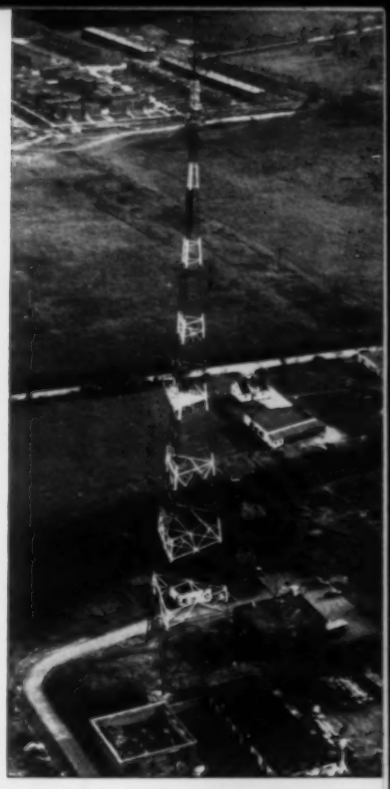
Rates 27.1

In concrete terms, on the basis of 440,000 sets estimated for April in the Philadelphia area, the 27.1 rating would mean that nearly 120,000 set owners watched the show every afternoon in the 2-3 p.m. period (the figures also boosted the area's sets-in-use figure for all stations in that time spot to a healthy 31.2).

WPTZ's success in daytime television was no less spectacular than earlier attempts to seek TV fare for its audience. At a time when program planners had to second-guess engineering technique, WPTZ came up with a telecast of U. of Pennsylvania football as early as the fall of 1940: a baseball pickup in 1941; the Republican National Convention of 1940 (telecast with NBC) with WPTZ on the air for 60 hours; Army-Navy football originations and other such pioneering events.

* * *

THE Big Four, who mastermind the WPTZ operation, go into a conference huddle. L to r: Commercial Manager Alexander W. Dannenbaum Jr., Assistant General Manager Rolland V. Tooke, Vice President and General Manager Ernest B. Loveman and Chief Engineer Raymond J. Bailey.



AN AIR view of the 552-ft. WPTZ transmitter tower at Wyndmoor, Pa., suburb of Philadelphia. This is part of WPTZ's complete modernization program which was finished in late 1948.

* * *

The station was pioneering because most of the techniques employed in the 1940 pickup of the GOP convention were used eight years later when other stations went to Philadelphia to cover both Republican and Democratic conclaves; many of the TV methods used in covering the U. of Penn games now have become standard operating procedure.

WPTZ is owned and operated by the Philco Television Broadcasting Corp., a subsidiary of the Philco Corp. William Balderson, Philco president, holds the same office in the subsidiary corporation.

Active head of WPTZ is Ernest B. Loveman, vice president and general manager since the corporation's founding in 1946. Mr. Loveman, a Philco associate since 1928, was one of the original committee of executives who supervised program planning for the TV station in its early days.

Rolland V. Tooke is assistant general manager. He concentrates on administration, program planning and scheduling, network relations and departmental assignment, to name the top duties. In the "good old days," when WPTZ's program department consisted of him-

(Continued on page 69)

KECA-TV 'TRIPLE FEATURE'

Brings Brilliant Results for Chevrolet

EVIDENCE of the remarkable pull of "saturation sponsorship" in television came from Martin Pollard, president of the Chevrolet Dealers of Southern California, commenting on the brilliant results of his group's sponsorship of *Chevrolet Triple Feature Theatre* on KECA-TV Los Angeles.

"We have never enjoyed better business than we have had from the advertising on *Chevrolet Triple Theatre*," he said. "Results have been tremendous. Although the program has been on the air only for the past four months, the month of June was the biggest month in both sales of new and used cars and service. Floor play in all of the dealerships in the area has grown during the past few months more than ever before."

Show in Top 10

Four months ago the Southern California dealers through their agency, Campbell-Ewald Co., New York, signed a contract to sponsor *Triple Feature Theatre*, an entire evening of films filling Monday nights on KECA-TV. Since then the show has moved into the list of the top 10 programs in the Los Angeles area. Figures revealed by Dick Francis, vice president in charge of Campbell-Ewald's Los Angeles office, show that the three telecast films pull ratings from 10 to 20 points higher than competing half-hour and full-hour shows for the entire four hours.

The latest Tele-Que survey puts the series in fifth place among all programs seen in Los Angeles, both network and local. The latest Videodex report gives *Triple Feature Theatre* a high of 41.5. Even at the end of the four hours, the rating was strong and the overall Videodex a 35. Its nearest competitors on Monday night rank far back with 27.6 and 14 ratings.

Inspecting a miniature theatre featuring Chevrolet models are (l to r) Messrs. Francis, Pollard and Art Baker, show m.c.

COMMUNITY CHESTS

Audio-Visual Kit Issued

COMMUNITY CHESTS of America Inc., New York, has issued its audio-visual aids kit for use by stations in the Chest's countrywide 1950 Red Feather campaign.

Indexed in six sections, the kit contains chapters on organization, spot announcements, features, transcriptions, television and films. Stations also are given suggestions on organizing their campaigns, people who should serve on committees and hints on how to carry out the campaigns.

it's later than you think | Mr. Station Manager

Your best advertising value of the year—BROADCASTING'S 1950 Marketbook—goes to press soon. Final advertising deadline is July 29, no proof.

Please wire (collect) your reservation today. 16,500 circulation will reach all important radio buyers.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

WARNER BROS.

Speculation on TV Plans

ALTHOUGH Warner Bros. has let it be known that the studio will make no motion pictures for television release during its coming year's program, speculation in Hollywood is that the firm has long-range plans in that direction.

Jack L. Warner, vice president in charge of production, at a national meeting of sales executives a fortnight ago said: "The only screens to carry Warner Bros. productions will be the screens of motion picture theatres the world over." Despite this, consensus is that video plans will be elevated to equal status with film production on lifting of the FCC freeze. With additional stations in operation, it would be a more profitable venture and Warner Bros. would gear its production accordingly.

Warner Bros. a few years ago, had ambitions to own its own television stations and negotiated with Dorothy Schiff to buy KLAC-TV Hollywood along with KLAC-AM and KYA San Francisco. Deal, involving more than $1 million, hung fire for several months and fell through when FCC failed to give quick action in sanctioning. Since then, through various spokesmen, the film studio has stated it was no longer interested in video.

TRIAXIAL SPEAKER

Jensen Claims Wider Range

THE TRIAXIAL, loudspeaker which the inventor claims has four times the frequency range of the average radio and TV receiver, is being introduced by Jensen Mfg. Co., Chicago, a division of the Muter Co., manufacturer of radio and television components.

The new speaker was developed by Jensen, which also invented the coaxial speaker. The Triaxial consists of three separate loudspeaker units combined into a single assembly the same size as the conventional 15-inch speaker. An electrical crossover and control network is built into a separate chassis, and divides the input into frequency bands which are fed to individual speaker units.

SDGA INITIATION

TV Directors' Fee Raise

SCREEN DIRECTORS Guild of America has sent letters to all television directors who are not guild members acquainting them with a recent SDGA resolution that raises initiation fee for directors of television films from $10 to $50 effective Aug. 1.

Encouraging directors to join SDGA before that date and thus save additional fee, the letter also stated that the guild has contracts with several television film producers that "precluded anyone who is not a guild member from directing such motion pictures for television release." The letter was signed by Philip Booth, KECA-TV Hollywood director and chairman of the SDGA membership committee.

KTSL UNIFIES

Coordinating Activities

COORDINATING all its production-technical activities under one roof, KTSL (TV) Hollywood is setting up a new "process studio" type of master control system in its Vine Street studios, it was announced last Friday by Willet H. Brown, president, Don Lee Broadcasting System.

With completion of the project expected within 30 days, all production operations will be removed from the present base at Mt. Lee to the main studios. The network feels the move will eliminate many elements of risk and hazards (dead air, lapses, slips, etc., between related but separated production and technical functions and bring maximum flexibility and mobility between the two operations.

Daytime Television Gets Results –

(on WGN-TV, that is)

"TELEPHONE GAME"

4:30 P.M., Monday thru Friday

Over 100,000 responses since the program started, averaging approximately 6,000 calls per week from viewers.

●

"FLORENCE BOURKE ELLIS"

4:00 P.M., Thursdays

1100 cards and letters from one announcement.

●

"INDIVIDUALLY YOURS"

10:40 A.M., Mondays

744 responses received by sponsor on first program, even though program had changed time.

"CHICAGO COOKS *with* BARBARA BARKLEY"

11:00 A.M., Monday thru Friday

A cook book, offered for three weeks, pulled 9,363 requests. During the same period, two announcements were made on three additional booklets. Requests for these were 4,663, 2,724 and 1,376 respectively.

●

"THE TOM WALLACE SHOW"

10:00 A.M. & 12 Noon, Monday thru Friday

Chicago State Street stores reported an average increase of 164% in sales of an electric houseware item after two weeks on the show.

...WITH RESULTS LIKE THESE, HOW CAN YOU AFFORD NOT TO BE ON WGN-TV?

As one agency writes, *"I only wish there were fifty WGN-TVs in this country."*

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

PLAY BALL!

PHILLIES
and
ATHLETICS
Games on

WDEL-TV
CHANNEL 7
WILMINGTON, DEL.

WGAL-TV
CHANNEL 4
LANCASTER, PENNA.

All Saturday home games of these two teams are telecast over these two stations. This baseball feature is important because of its strong appeal in these markets. Because it is only one of many popular features, the result of effective long-range programming. These stations are keeping their audiences growing, loyal and responsive. They offer TV advertisers a fine opportunity for market testing for profitable business.

WDEL-TV, Wilmington, Del.
Only TV station in Delaware. Brings viewers a clear picture, all top NBC Network shows.

WGAL-TV, Lancaster, Penna.
Only TV station in this rich Pennsylvania section. Presents top shows of NBC, CBS, ABC, DuMont.

Clair R. McCollough,
General Manager

STEINMAN STATIONS

Represented by
ROBERT MEEKER
ASSOCIATES

New York Chicago
San Francisco Los Angeles

NBC
TV • Affiliates

telestatus

Advertest Studies Day Viewi

(Report 121)

REGULAR VIEWING of daytime television is on the increase, according to a report released last week by Advertest Research, New Brunswick, N. J.

Information was gathered through 846 personal interviews in TV homes throughout the New York-New Jersey television area. Respondents were questioned only on the period Monday through Friday and daytime television in the report refers only to the time before 5 p.m.

Regular viewers of daytime television were found in 33.3% of the homes contacted. An additional 10.7% of the respondents said they were occasional viewers. Total daytime televiewing was reported in 44% of the homes for June 1950 as compared to 29.5% in March 1949.

Of the respondents who reported regular daytime televiewing, 48.9% turned the set on after 3 p.m. and 31.9% started using the set between 12 noon and 3 p.m.

In a comparison of radio and TV set use, radio dominated before 2 p.m. in the homes reporting regular viewing of daytime TV. After that time, however, television became increasingly dominant. Another question covering the times at which it was most convenient to watch TV showed an increasing preference for the later hours of the day.

Regular daytime televiewers reportedly spend an average of 3 hours, 55 minutes daily in watching TV and listening to the radio. Of this 2 hours, 11 minutes were devoted to television and 1 hour, 44 minutes to radio listening.

The set was turned on to watch a specific daytime TV program in 85.1% of the regular daytime televiewing homes. A vast majority, 87.2%, of the respondents said they had not rearranged their household schedule in order to view daytime TV. Of those who viewed daytime video regularly, 62.1% evaluated this form of entertainment as "good."

Occasional Viewers

Occasional daytime televiewers were shown by Advertest to spend an average of 1 hour, 59 minutes daily viewing TV and 2 hours, 6 minutes listening to the radio.

Of the set owners who were not regular watchers of daytime television, 78.5% said they did not have the time and 16.5% said the programs were not good. Asked if they would watch daytime TV if different types of programs were presented, 21.5% said "yes." Variety programs were named most often.

* * *

Guide-Post Surveys TV Set Buying

FAMILIES who do not want a TV set "because they interfere with other activities in the home" are probably justifying their inabi to buy, according to C. F. Ack heil of Guide-Post Research, P burgh. Mr. Ackenheil, on the ba of a survey just completed Guide-Post, points out that 98% the television owning families e ered say they would buy a tele sion set, if they had it to do o again.

Decision on Purchase

In 70% of the families cover the male head of the house deci which TV set to buy. In the r maining homes the female head the family made the decision 15% of the cases and it was joint male-female decision in t other 15%.

Of the present owners, Gui Post reports, 73% own an exclus TV set, 11% own a radio-TV co bination and 16% own a radio-T phonograph combination. If th were making the purchase agai only 56% of these families sa they would buy an exclusive tel vision set. Radio-TV combinati would be bought by 10% of th families while 34% said the would buy a radio-TV-phonogra combination.

* * *

TV Cuts Transit Riders Dallas Firm Reports

TELEVISION figures in an app cation in Dallas for raising stree

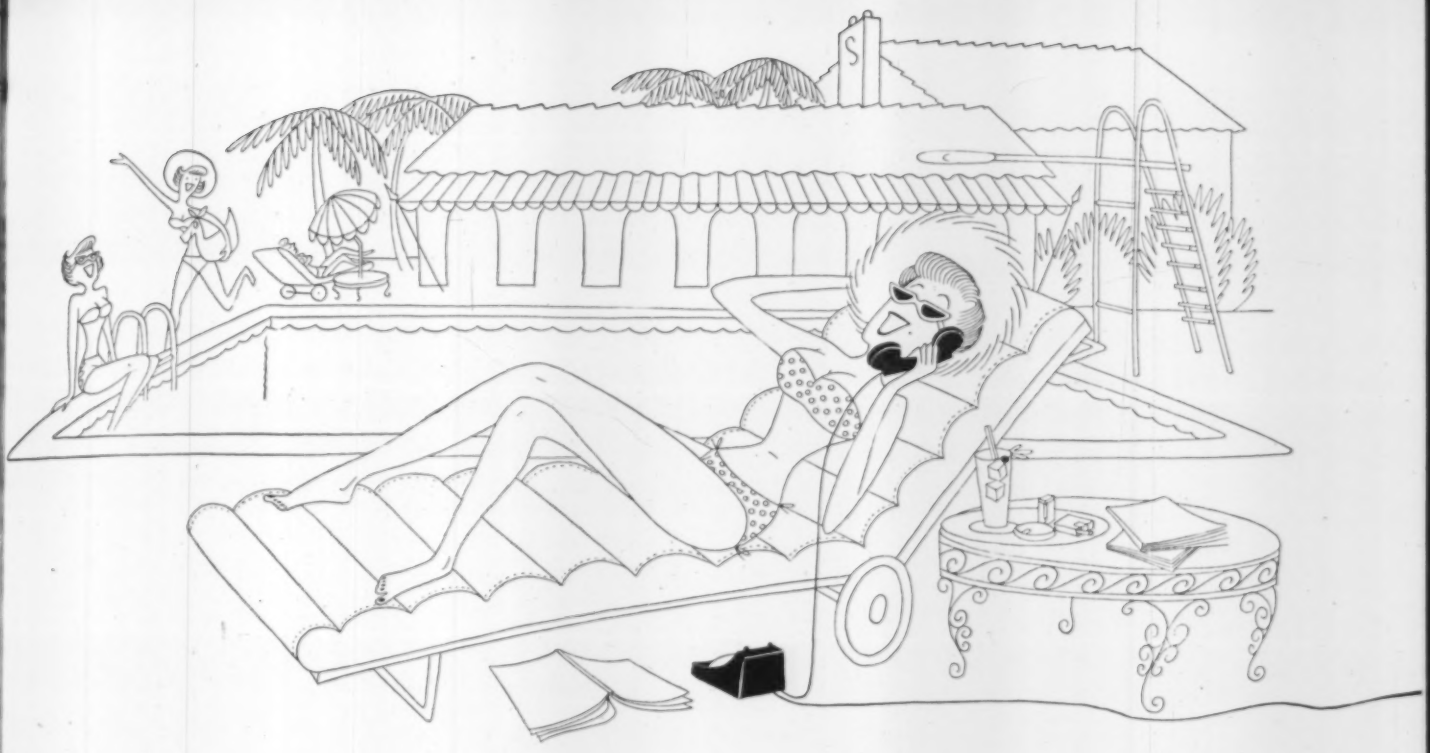
(Continued on page 68)

Weekly Television Summary— July 24, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,550
Ames	WOI-TV	11,453
Atlanta	WAGA-TV, WSB-TV	49,263
Baltimore	WAAM, WBAL-TV, WMAR-TV	178,240
Binghamton	WNBF-TV	15,200
Birmingham	WAFM-TV, WBRC-TV	15,000
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	405,068
Buffalo	WBEN-TV	101,678
Charlotte	WBTV	17,331
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	519,086
Cincinnati	WCPO-TV, WKRC-TV, WLWT	136,000
Cleveland	WEWS, WNBK, WXEL	244,788
Columbus	WBNS-TV, WLWC, WTVN	74,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	59,385
Davenport	WOC-TV	14,130
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	71,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	265,000
Erie	WICU	36,050
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	59,385
Grand Rapids	WLAV-TV	35,337
Greensboro	WFMY-TV	13,235
Houston	KPRC-TV	28,446
Huntington-Charleston	WSAZ-TV	13,679
Indianapolis	WFBM-TV	55,000
Jacksonville	WMBR-TV	11,000
Johnstown	WJAC-TV	24,200
Kalamazoo-Battle Creek	WKZO-TV	31,024
Kansas City	WDAF-TV	37,600
Lancaster*	WGAL-TV	51,159
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	596,673
Louisville	WAVE-TV, WHAS-TV	
Memphis	WMCT	
Miami	WTVJ	
Milwaukee	WTMJ-TV	
Minn.-St. Paul	KSTP-TV, WTCN-TV	
Nashville	.....	
New Haven	WNHC-TV	
New Orleans	WDSU-TV	
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	
Newark	WATV	Inc. in N. Y. estimat
Norfolk	WTAR-TV	
Oklahoma City	WKY-TV	
Omaha	KMTV, WOW-TV	
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	
Phoenix	KPHO-TV	
Pittsburgh	WDTV	
Portland, Ore.	.....	
Providence	WJAR-TV	
Richmond	WTVR	
Rochester	WHAM-TV	
Rock Island	WHBF-TV	
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	
San Antonio	KEYL-TV, WOAI-TV	
San Diego	KFMB-TV	
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady Albany-Troy	WRGB	
Seattle	KING-TV	
St. Louis	KSD-TV	
Syracuse	WHEN, WSYR-TV	
Toledo	WSPD-TV	
Tulsa	KOTV	
Utica-Rome	WKTV	
Washington	WMAL-TV, WNBW, WOIC, WTTG	
Wilmington	WDEL-TV	

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,609

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.



EVERY CALL IS A BUSINESS CALL

...When you've got "Hollywood on the Line," a new series of 13 films especially built for television. Each program features a simulated long-distance call to a famous movie star. And each of these person-to-person calls is a *business* call for you. For "Hollywood on the Line" uses the proved box-office appeal of big-name Hollywood talent to attract television audiences . . . and to make sales for your product.

Each star is shown being interviewed informally...at home, in the studio or on location. Each interview is conducted by a *local "live" personality* hand-picked by you. He places the call from your studios and is then shown (live) interviewing the star (on film).* And he introduces your sales story into the picture painlessly and effectively. To get "Hollywood on the Line" (subject of course to prior sale in each area), just call your nearest Radio Sales office.

ACBS-TV Syndicated Film—represented nationally by
Radio Sales *with offices in New York, Chicago, San Francisco, Detroit, Memphis, Los Angeles*

*Continuous running print, complete script and cues, title card and preview trailer supplied with each program.

N. Y. 'TV TOWN'

O'Dwyer Opens Drive

A CAMPAIGN to "make New York TV Town" was launched last week by Mayor O'Dwyer, with ceremonies at City Hall inaugurating "Television Week," proclaimed July 16-23.

Sponsored by the City Dept. of Commerce, a joint committee of TV broadcasters and manufacturers, the New York Convention & Visitors Bureau, and other local organizations, the City Hall celebration set off an intensive drive for public attention. J. R. Poppele, WOR New York and president of Television Broadcasters Assn., was chairman of the mayor's committee for TV Week.

Following the City Hall ceremonies, a "TV Prediction Party" at the Waldorf-Astoria was given by Tex and Jinx Falkenburg. A half-hour TV show from the party, over the NBC-TV network and WOR-TV, telecast the predictions of Brig. Gen. David Sarnoff, Mayor O'Dwyer, Samuel Goldwyn, Bernard Gimbel, and other celebrities.

Gen. Sarnoff predicted the solution of technical problems incident to spanning oceans with a world TV network and cited the "airlift" relay method already at hand. "Families sitting in their homes," Gen. Sarnoff said, "will be able to see for themselves events transpiring half-way around the globe."

In observance of TV Week, Lt. Gen. H. A. Drum, president of the Empire State Building, announced the beginning of construction of a 217-foot television tower at its top. Following a "cornerstone laying" ceremony at which Mayor O'Dwyer officiated, and which was held on a crow's nest suspended 1,250 feet above the street, work on the project began immediately. The tower will support antennas of five TV networks and stations, and is expected to be completed some time this fall.

The broadcasters' committee promoting TV Week included, in addition to Mr. Poppele, Ted Cott, general manager, WNBC and WNBT (TV) New York; Theodore C. Streibert, president, WOR-AM-TV; Chris Witting, general manager, WABD (TV) New York and the DuMont TV Network; Murray Grabhorn, vice president in charge of WJZ-AM-TV and ABC O&O stations; G. Bennett Larson, general manager, WPIX (TV) New York, and G. Richard Swift, general manager, WCBS-AM-TV New York.

The manufacturers' committee included Gerald O. Kaye of Bruno-New York Inc. and Rowland Guilford of DuMont Inc., co-chairmen; R. Morel, Times Appliance Co.; Charles Roberts, General Electric Supply Co.; Jack Harris, Philco; Charles Andress, Admiral Radio & TV; Irving Sandberg, Crosley; Ed Froelich, Warren-Connelly Co.; William Boyne, Zenith Radio & TV; N. Gross, Gross Distributors; Ira Kaplan, Emerson New York Inc.; Martin Sher, Motorola Radio & TV, and George Wilkins, Magnavox Inc.

NBC-TV correspondents (l to r), Messrs. Godwin, McCormick and Harkness, conduct the first telecast from the Senate Radio Gallery.

'HOPPY' SELLS MILK

Oklahoma U. Surveys Pull of WKY-TV Show

THE *Hopalong Cassidy* program not only rates highest of any TV show in the Oklahoma City area but it also sells milk, according to Sherman P. Lawton, coordinator of broadcasting, U. of Oklahoma.

Telecast by WKY-TV Oklahoma City, the "Hoppy" show is sponsored by Meadow Gold Milk Ranch, a leading area dairy. In his report on some of the effects of this sponsorship, Mr. Lawton stated children know that Meadow Gold sponsors the show on WKY-TV and, knowing the Meadow Gold milk song, ask their parents to buy that brand of milk more frequently than they ask them to purchase any other product advertised on TV.

Furthermore, Mr. Lawton points out, grocers report their sales of Meadow Gold milk have increased since the company bought the western film series. New customers, grocers said, gave TV advertising as a reason for purchasing the product most frequently when their children view the program regularly.

Mr. Lawton's survey, based on data gathered when the program was only three months old in the area, contained answers to six questions: Do they listen? Do they buy the product? How do they respond to the characters? Do they know the sponsor? Do they know the Meadow Gold Song? Do they like homogenized milk?

His report is accompanied by tables and charts comparing two top favorite programs of children, regularity of listening to *Hopalong Cassidy*, children's favorite TV programs as reported by both parents and children, increase in requests for Meadow Gold and homogenized milk, etc.

In conducting the survey, Mr. Lawton sent return-type postal cards to 500 TV set owners. Three types of questionnaires also were used—one for Meadow Gold customers, one for grocers and a third for personal interviews with children.

Pulling Power

As an example of "Hoppy's" pulling power, it was mentioned as first choice of TV programs by 62.9% of the children quizzed, as against 9.2% for the show next in popularity.

RATE INCREASES

WENR-TV WGN-TV Raises

TWO MORE video stations in Chicago plan to increase their rates by as much as 60% next fall. WNBQ, NBC O & O station, will up its time costs then also [BROADCASTING, July 17].

ABC O & O outlet, WENR-TV, plans to adjust its basic hourly rate, Class A Time, from $750 to $1,000, the same as WNBQ. The WENR-TV one-minute spot rate will increase from $125 to $200. Rate Card No. 4 will go into effect Sept. 1, with the usual six-month protection for advertisers using the former rate card which was issued March 1.

WGN-TV, *Chicago Tribune* station affiliated with DuMont, will revise its rate structure in September, when Rate Card No. 5 goes into effect. Last rates were effected March 1 and call for $750 per hour, $105 for one-minute spots. Minimum hike of 20% is expected.

MURALS, depicting seashores, mountains, etc., available at "little more than cost of good wallpaper" from Foto Murals of California, Los Angeles. Firm claims murals have dramatic qualities effective on TV.

SPECIALLY designed television lamp which eliminates eye fatigue for viewers to be given away as standard equipment with every new Sylvania television receiver, firm has announced.

SENATE GALLERY

NBC-TV Has First Live Sh

FIRST "live" television show in history of the Senate Radio Cor pondents Gallery originated th last Wednesday. NBC news c respondents, Robert McCorm Richard Harkness and Earl G win, gave a round robin analysis President Truman's message Congress on the Korean situat a few minutes after it was del ered.

Telecast was microwaved WNBW (TV), NBC's Washing outlet, and relayed to the netwo (1-1:15 p.m. EDT). Discussi took place against the backdrop a "typical day" at the gallery.

D. Harold McGrath, gallery s perintendent, was shown at h desk while newsmen hurried to fro in the background. First ra broadcast originated by NBC at t Senate radio gallery was in 19 according to Bill McAndrew, ge eral manager, WNBW and WR AM-FM.

J. G. ARMSTRONG

TV Pioneer Dies In N. Y

TELEVISION PIONEER Julia G. Armstrong, 52, died after a lo illness Monday, July 17, at t Post Graduate Hospital in Ne York.

Mr. Armstrong, director of ne work planning and developme for the DuMont Television Ne work, had join the DuMont La Inc. July 1, 19 as head of t Loran timer pr ect, a major Na contract.

Mr. Armstrong

This follow World War government ser ice in which M Armstrong join the Navy De in Washington. Assigned to t Airborne Communications a Radar Division of the Bureau Ships. On loan to the War Pr duction Board, he was commende for contributing greatly to t development of a materials co trol plan which expedited ma critical contracts.

His television experience a success dates from Jan. 1945, wh the DuMont Labs presented hi with the task of constructi Washington, D. C.'s first vid station, WTTG which last year b rebuilt. WDTV (TV), Pittsburgh only outlet, and WABD (TV) Ne York, are products of Mr. Arm strong's supervision and planni

Before he entered the com munications field, Mr. Armstron had served with the armed force in Italy during World War I an after the War entered the Ad vertising business in Chicag From 1927 to 1941 he was con seller in marketing and co analysis.

In 1938 he married the form Mary Louise Caldwell of Roanok Va., who survives him. The home was in Weston, Conn.

PROPHET SEES NO LOSS!

He sees a WKRC contract in Mr. Advertiser's pocket, and he knows that whether it calls for WKRC, WKRC-TV, or WKRC-FM-Transit Radio, it *will* mean a sales increase . . . because,

in addition to top audience, this campaign will be backed up by—

THE KEY ITEM PLAN

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your sales story and your product.

Get the Complete Story

Radio Cincinnati, Inc. - Affiliated with the Cincinnati Times-Star

Represented by

The Katz Agency—WKRC (AM & TV) — Transit Radio—WKRC-FM

WKRC WKRC-TV WKRC-FM

N.Y. BOXING PACT

Guild Accepts Guarantee

CLEARING the way for TV and radio to carry fights at Madison Square Garden and St. Nicholas arena this fall, the New York Boxing Managers' Guild announced a new contract with Madison Square Garden last week.

The guild accepted a guarantee from radio and TV receipts of $2,250 for each main event fighter, with 35 cards scheduled. The guarantee last year was $1,000.

The new contract also provides the fighters with a choice between the guaranteed $2,250 and a 25% share of the radio and TV receipts, should the latter exceed $4,500. This right probably will be of value only in championship matches.

Further provisions related to "delayed TV" film recordings. It was stipulated that they should not be shown within 72 hours after the fight filmed, nor on nights when live fights are scheduled.

Although sponsorship will probably not be revealed until later in the summer, the Madison Square Garden fights in the past have been sponsored by the Gillette Safety Razor Co. over ABC radio and over NBC-TV.

UNESCO AIMS

Use of TV-Radio Urged

TELEVISION and radio alike offer "innumerable ways" for effectively amplifying the voice of UNESCO and furthering its objectives, outlined by the U. S. National Commission in a booklet released last week.

The booklet, titled "The UNESCO Story," calls on groups to ask local stations to carry available UNESCO programs, support network presentations, utilize community talent for writing the programs, and to arrange forums with their local stations.

The commission also observed: "The resources of television . . . have scarcely been tapped. Words can never be as effective as visual presentations in achieving an understanding of other peoples. . . . UNESCO groups should apply to television most of the suggestions made in regard to radio—realizing that it represents one of the most effective media of the future."

CHINA LEAF TEA

Sets Fall Spot Campaign

CHINA LEAF TEA, new import product of Sembodja Corp., New York, will begin a promotional spot campaign starting in the early fall.

Guest TV program will be used first, followed by a regional TV spot campaign in New York, Chicago, and Boston. With extension of distribution, the campaign will become nation-wide. Radio also will be used. Agency for the account is Dundon Assoc., New York.

FCC Color Caucus

(Continued from page 57)

posed findings] is not proposed 'findings' at all or even a marshalling of the 'major' or 'relevant' evidence. It is, instead, a highly argumentative brief."

The CBS letter to Dr. Condon, sent by Vice President Adrian Murphy with copies to FCC members and Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, found flaws in the committee report's tabular rating of the various color systems and also questioned its emphasis on "theoretical ultimate performance characteristics."

Mr. Murphy noted that the Committee's tabular rating gave RCA "superior" ranking for both "adaptability" and "compatibility," which CBS felt "amounts to awarding two accolades for one and the same factor."

Cites Duplication

He also considered the table guilty of duplication in that it contained a category on "effectiveness of Channel Utilization . . . as well as a separate category for each of its component parts." Further, he said, to be consistent with other portions of the report the table should have rated the CBS system as "excellent" instead of "good" on the point of "Flicker-Brightness Relationship for Large Areas."

Mr. Murphy continued:

In our opinion the report, by dealing primarily with theoretical ultimate performance characteristics, which may or may not be achievable, to some extent obscures the comparative readiness of the respective systems to render satisfactory commercial service in the home on both a local and network basis.

Moreover, we feel that some confusion on this score results from the second, third and fourth paragraphs on page 44 of the report which, in brief, state: "It is the opinion of the committee that the CBS system has progressed furthest toward full realization of its potentialities. . . . The CTI system, being less fully developed, has somewhat greater possibilities for future improvement. . . . The RCA system also has considerable opportunity for improvement. . . ."

The paragraphs referred to on the one hand do not explicitly cope with relative readiness, and on the other hand they seem to indicate, by implication, that a system has an advantage because it has more difficulties yet to be overcome. This seems tantamount to implying that in the 100-yard dash a 15-second man is more promising than a 10-second man because the former has greater "opportunity for improvement."

Mr. Murphy told Dr. Condon he was sending the letter because CBS felt that, as a color proponent and the sponsor of one of the competing systems, it had a "certain obligation" to acquaint the Committee with its reactions.

NBC STAGING

New TV Production Unit

IN PREPARATION for the 125 weekly fall programs, NBC-TV has expanded its production facilities division and retitled its staging services.

The newly designated department covers all scenic staging operations for the network and for WNBT (TV) New York and provides all equipment necessary to physically stage a TV program.

The reorganization divides the division into three sections: (1) Preparation, including designers, scenic artists, costumers and makeup units; (2) execution, or staging operations, which oversees the execution of the various staging requirements by working with sponsors, producers and operation sections and supervising expenditures, and (3) central shop, which provides the trucking units, and TV scenery assemblage and distribution.

Elwell is art director and head of the preparation group; Robert Brunton is supervisor of staging operations, and Walter Giebelhaus is supervisor of the central shop.

NBC sees a reduction in production cost and an increase in sponsor service in this new divisional expansion for greater overall efficiency.

TVA-SAG MEETING

Hopes To Aid Reconciliation

HOPE for reconciliation of differences between Television Authority and Screen Actors Guild was expressed last week by George Heller, national executive secretary of TVA now in Hollywood, in calling for a general TVA membership meeting next Monday (July 31). The members will review TVA and SAG activity in the current television controversy and discuss different rate structures set up for television actors by both groups.

Special invitations to the meeting have been issued to SAG members. The meeting is to be held in the Musicians Bldg. Mr. Heller has been meeting with film and live television producers on wages and working conditions.

Condon Report Prints

AUTHORIZATION has been given for government printing of the full text of the Condon Committee report on color television. The Senate Interstate and Foreign Commerce Committee, which received the report earlier this month, announced last week copies will be made available later this month at the Government Printing Office, Washington, D. C., at a cost of 20¢ each. Title of the report is "Present Status of Color TV," Senate Document 197. Requests for more than 1,400 copies already have been received, it is understood.

upcoming

NAB District Meets

Aug. 14-15: Dist. 17, Benjamin Fr... lin Hotel, Seattle.

Aug. 21-22: Dist. 15, San Carlos H... Monterey, Calif.

Aug. 24-25: Dist. 16, Roosevelt H... Hollywood.

Sept. 7-8: Dist. 13, Plaza Hotel, ... Antonio.

Sept. 11-12: Dist. 14, Colorado H... Glenwood Springs, Col.

Sept. 14-15: Dist. 8, Lincoln H... Indianapolis.

Sept. 18-19: Dist. 7, Terrace P... Hotel, Cincinnati.

Sept. 21-22: Dist. 9, Northernaire H... Three Lakes, Wis.

Sept. 25-26: District 11, St. Paul H... St. Paul.

Sept. 28-29: Dist. 10, Chase Hotel, ... Louis.

Oct. 2-3: Dist. 12, Tulsa Hotel, T...

Oct. 6-7: Dist. 3, Bedford Springs H... Bedford, Pa.

Oct. 9-10: Dist. 1, Somerset H... Boston.

Oct. 12-13: Dist. 2, Ten Eyck H... Albany, N. Y.

Oct. 26-27: Dist. 6, Roosevelt H... New Orleans.

Oct. 30-31: Dist. 5, Ansley Hotel, ... lanta.

Nov. 2-3: Dist. 4, Williamsburg Inn ... Lodge, Williamsburg, Va.

Aug. 7-8: NAB FM Committee-Sta... meeting, NAB Hdqrs., Washingto...

Aug. 10-13: AFRA Convention, Sta... ton Hotel, Chicago.

Aug. 18: Arkansas Associated Pr... Broadcasters, Hot Springs, Ark.

Aug. 28-30: Canadian Assn. of Bro... casters director meeting, Jasper Pa... Lodge, Jasper, Alta.

Aug. 30-Sept. 2: Western Assn. ... Broadcasters, Jasper Park Lodge, Ja... per, Alta.

Sept. 8-9: West Virginia Broadcas... Assn., Greenbrier Hotel, White Su... phur Springs, W. Va.

Sept. 23-30: National Television & El... tronics Exposition, 69th Regim... Armory, New York.

Sept. 25-27: 41st Annual Meeting A... of National Advertisers, Drake Ho... Chicago.

Sept. 28-29: National Retail Dry Go... Assn. Radio-TV Workshop, Ho... Statler, New York.

Sept. 30-Oct. 7: Canadian Radio We...

Oct. 5: Second International Adver... ing Convention, Hotel Plaza, N... York.

Oct. 6-7: Ohio State U.'s annual adv... tising and sales promotion conf... ence, Columbus.

Oct. 22-24: 10th District convention ... Advertising Federation of Amer... Amarillo, Tex.

Oct. 23-24: North Carolina Assn. ... Broadcasters, Mid-Pines Club, Sou... ern Pines, N. C.

Nov. 16-18: National Assn. of Ra... News Directors convention, Ho... Sherman, Chicago.

Sarnoff to 'Meet Press

BRIG. GEN. David Sarnoff, cha... man of the board of RCA, will a... pear on *Meet the Press*, Sunda... July 30, 5 p.m., over NBC-TV.

KTTV (TV) Hollywood sales, progr... and engineering departments ha... moved to new studios at 5746 Sun... Blvd. Film department remains ... 1025 N. Highland Ave.

XUM

What's New in Television? **Take a Look at WPTZ!**

SORRY...

These TV Shows Aren't For Sale!

ON THE FACE of it, taking space to talk about programs that we won't even consider selling, may sound a little ridiculous.

For instance, there's "Public Invited"—a daily program on WPTZ which brings before the cameras some of the most interesting people and ideas seen on TV. Several sponsors have indicated an interest, but the show is not for sale.

Or there's "Community Call Board"—WPTZ's afternoon round-up of news on the neighborhood level . . . news that may never make headlines in the daily press but nonetheless has an important place in the lives of the folks in our area. Sorry, you can't buy that either.

Or "Young Philadelphia Presents"—the Board of Education show which consistently pulled down Tele-Pulse ratings of 14-16 all Spring. Even so, you won't find this program on WPTZ's list of availabilities . . . nor will you find "How's Your Social I.Q.?" or "The World At Your Door".

No, none of these programs are for sale but nonetheless these shows are mighty important to you as a buyer or potential buyer of WPTZ time. We're convinced that our public service programming over the period of the past eleven years is a very important factor in developing Philadelphians' entrenched habit of tuning to WPTZ. It's a habit that shows up in bigger audiences when your program goes out over Channel 3.

Incidentally, we *do* have some highly attractive programs that *are* for sale. For complete information give us a call or get in touch with your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

Telestatus

(Continued from page 62)

car and bus fares from 10 cents to 12 cents.

The Dallas Railway & Terminal Co., asking its fourth postwar increase July 15, listed TV as a factor keeping people home nights, thus reducing the number of riders.

Three Outlets

Dallas is served by three TV stations—WFAA-TV and KRLD-TV Dallas, and WBAP-TV Fort Worth.

* * *

Nielsen Ratings Released for June

MILTON BERLE's *Texaco Star Theatre* was the leading television program in June, according to the National Nielsen ratings of top television programs released last week.

By size of audience and program popularity the top 10 programs as listed by A. C. Nielsen Co. were:

AUDIENCE DELIVERED

Number of TV Homes Reached In Total U.S.

Rank	Program	Homes (000)
1.	Texaco Star Theatre	3,189
2.	Toast of the Town	1,994
3.	Philco TV Playhouse	1,994
4.	Godfrey's Talent Scouts	1,877
5.	Godfrey & Friends	1,871
6.	M. Kane—Private Eye	1,634
7.	Stop Music (Lorillard)	1,583
8.	Lone Ranger	1,531
9.	Lights Out	1,508
10.	Fireside Theatre	1,506

PROGRAM POPULARITY

Per Cent of TV Homes Reached In Program Cities

Rank	Program	(%)
1.	Texaco Star Theatre	61.7
2.	Godfrey's Talent Scouts	50.4
3.	Toast of the Town	42.4
4.	Philco TV Playhouse	37.5
5.	Fireside Theatre	36.7
6.	Godfrey & Friends	35.9
7.	Lights Out	35.4
8.	M. Kane—Private Eye	32.7
9.	Original Amateur Hour	32.7
10.	Goldbergs, The	32.7

NEWSPAPER RIVAL

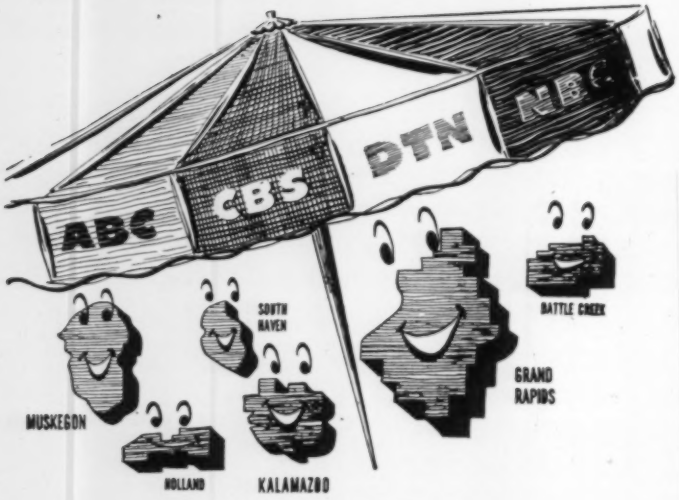
Sullivan Discusses TV Role

TELEVISION should be looked at by newspapers as a rival and it has awakened newspapers to the fact that they are not the perfect instruments they sometimes felt they were, according to Matthew G. Sullivan, general circulation director for the Gannett Newspapers.

Speaking on "Television and Newspaper Circulations" at the convention of the International Circulation Managers Assn. in Murray Bay, Canada, last month, Mr. Sullivan also stated that television should be good for newspapers. "Because it does pose a threat," he said, "it should drive editors into producing even better products."

TELE-TURNER, mechanically operated, non-electric antenna rotor, being produced by Joseph Shaw Co., Toledo, Ohio, at retail price of $14.95.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
MY M. STEED, MANAGER
WLAV AM-FM-TV
REPRESENTED BY JOHN E. PEARSON CO.

THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM
WLAV-TV
GRAND RAPIDS, CHANNEL 7

film report

BING CROSBY Enterprises, Los Angeles, has contracted with **Courneya Productions**, that city, for series of 52 half-hour TV films featuring animals from World Jungle Compound, Thousand Oaks, Calif. First of series underway is comedy-mystery starring two chimpanzees in satirization of Sherlock Holmes and Dr. Watson.

* * *

WNBQ (TV) Chicago has signed for INS-Telenews 20-minute weekly news review. . . . **Mel Williamson**, executive secretary, Radio Directors Guild, Los Angeles, joins **Mike Stokey Productions**, Los Angeles, as producer. Mr. Williamson currently doing quarter-hour detective series, *Mike Battle*, for possible syndication.

* * *

Galbreath Productions, Fort Wayne, Ind., has sold first of new syndicated commercial series to **Griesedieck Bros. Brewing Co.**, St. Louis, for telecasting on KSD-TV this fall. . . . **Jerry Fairbanks Productions**, Hollywood, plans to open San Francisco branch this month. **Ted Crofut**, formerly film sales manager, Sarra Inc., Chicago, will be manager new office. . . . **Kling Studios**, Chicago, releasing two five-minute syndicated film strips, *File Facts*, featuring household hints, and *Paradox*, dramatic series.

* * *

Alexander Film Co., Colorado Springs, has published 42-page booklet on subject of creating spot film commercials for TV and theatre screen. Booklet titled "Scenarios," is available free to anyone directing request to P... Relations Dept. . . . **Century T... vision Productions**, (Hollyw... film *Wild Bill Elliott* TV se... selected for national preview at ... nual convention of **National A... Visual Educational Dealers A...** Aug. 1 at Sherman Hotel, Chic... Film honored by group as "... exemplifies type of program w... NAVED would recommend ... young television audiences thro... out the nation."

* * *

Snader Telescriptions Corp., H... lywood, has signed six top mus... artists for group of three-mi... musical telescriptions now in p... duction. Artists include **Li... Hampton, Diana Flynn** and **Ir... Jeffries.** Firm plans to produce ... films for coming year. Telesc... tions being produced through s... cial arrangement with AFM ... James Petrillo, providing for ... position of 5% of Snader s... into trust fund for musicians. . . **Robert Chase**, formerly with pu... relations division of Western E... tric Co., New York, named assis... to president of **Murphy-Lillis I...** New York, motion picture and ... film producer.

* * *

Tele-Rex Co., New York, ... completed plans for series of ... to 5-minute music shorts to be p... duced and distributed nationa... . . . **United Artists Television**, N... York, to handle *Telesports Dig...* Harry Wismer sports progra... through national syndication. P... gram already has eight sponsor...

WAAM Seminar Plans

COMPREHENSIVE television seminar, aimed at college students as far north as Pennsylvania and as far south as the Carolinas, is being set up by WAAM (TV) Baltimore working with three prominent Eastern Seaboard colleges, the station announced last week. Colleges cooperating with WAAM are Johns Hopkins U. (Baltimore), American U. (Washington) and Temple U. (Philadelphia). A steering committee, made up of university representatives, will work with Joel Chaseman, WAAM public relations director, to plan initial activities which will lead to the seminar in February or March 1951. Entire seminar will be held in the WAAM building which houses complete TV facilities. Among topics tentatively considered are production, personnel relations, education by TV, research and several general discussions.

ECA FINANCES

TV Expansion in It...

A PORTION of funds allotted ... Italy under the Marshall Plan p... gram will be used to finance ... television station and some 40 ... receiver sets, according to Andy ... Berding, ECA deputy director ... information.

ECA authorized a $340,000 l... to the Italian radio network, R... for construction of a station a... purchase of television sets in a... around Turin, Italy, looking tow... development of a TV industry ... that country, he said.

"In due course," Mr. Berd... stated, "it is expected that It... will follow the example of Brita... and France in engaging in tele... sion and that a new industry w... open up, manufacturing televisi... sets which will employ a number ... thousands of men." The station a... ready has begun to telecast to ... 40 sets located in different pos... around Turin and at different d... tances in tests of the statio... efficiency, he added.

Telefile

(Continued from page 59)

self, two directors and two secretaries, Mr. Tooke often doubled as floor manager, cameraman, correlator and anything else needed at the time.

Commercial manager is Alexander W. Dannenbaum Jr., a veteran Philadelphia radio executive who joined WDAS there in 1934. Mr. Dannenbaum, formerly commercial manager at WPEN Philadelphia, has been directing the station's sales picture since 1948.

Technical Staff

Chief Engineer Raymond J. Bowley heads a technical staff of 34, averaging better than four years of television experience per man. Mr. Bowley, in TV since 1934, supervised the station's half-million-dollar modernization program.

WPTZ prides itself on its technical proficiency. But, in addition, the station also has compiled a telling story of programming. A testimonial in itself is *Gimbel's Handy Man* show, a department store feature that has already started its fourth straight year under the same sponsor. That it is increasing in popularity and has appeal to its sponsor is unquestionable in light of its new series, an addition to the original program, which is seen 3:30-4 p.m.

During the three years on the air for Gimbel Bros. Department Store, the *Handy Man* has put together some astounding success stories. One broadcast alone sold $8,000 worth of hams, $3,000 worth of men's shirts. Another, $2,500 worth of popcorn poppers which retailed at $8.35. It was the popcorn popper sale that touched off a "dream" sales story. The "Handy Man," unable to get the popper going a week prior to the sale, asked his audience not to buy until he could make it work. The very next day, 75 customers asked for the popper that the "Handy Man" couldn't work.

A regular daytimer, *Deadline for Dinner*, Monday and Tuesday, 3-3:30 p.m., features a visiting chef from one of the area's country clubs, hotels or restaurants. A telecast of "Shrimp Lamaze" brought 2,000 requests for the recipe in two days. The request load became so heavy that the station's publicity department sent out a letter to every name on its mailing list, giving the recipe.

Current WPTZ sponsors' list reads like a "Who's Who" of Philadelphia commerce. Names like Supplee (Sealtest), Philadelphia Electric Co., Sylvan Seal Dairy, Philadelphia Gas Works, RCA Victor, Philco Dealers, Oppenheim Collins (women's specialty shop) in addition to Gimbel appear on the list. WPTZ averages about 65 hours of program operation each week with slightly over 65% of the time sponsored. A total of 135 advertisers (local and network) purchased time on WPTZ as of late spring. Significantly, the station has been operating in the profit column this year.

WPTZ, which operates on Channel 3 (60-66 mc) with 8.1 kw aural and 16.2 kw visual power, has modern studios, new equipment and mobile units.

Remodels Completely

After the war, WPTZ scrapped at least six complete camera chains, master control equipment, its transmitter and towers, and practically every other bit of gear it had used up through 1948. Today, about the only part left of the original WPTZ installation is the physical building at the transmitter site at Wyndmoor, Pa., Philadelphia suburb. Even that has been overhauled. A conservative cost estimate of the 1948 redevelopment program is placed at over a half million dollars.

Today, it has a formidable array of the latest and most modern cameras, facilities for both 16 and 35mm film, latest sound and switching equipment, full slide and projector facilities and an effective lighting arrangement.

WPTZ studios are located in the Philco-Westinghouse Radio and Television Center, 1619 Walnut St. in downtown Philadelphia. Administrative and commercial offices are in the Architects Bldg., 17th & Sansom Sts., about 50 yards from the studios. Station has two studios where such NBC network programs as *The Nature of Things* and *Melody, Harmony and Rhythm* have originated. Another studio frequently used is the Westinghouse Station KYW 200-seat auditorium where WPTZ rents space. Studios include control room equipment, a master control, film projection rooms, property rooms, set design shops, an art department, client rooms, reception center, dressing rooms, make-up department and other numerous necessities for program perfection.

The station has three complete mobile units, one of them the trailer-type. The latter is almost a self-contained TV unit with no lost space for automotive equipment. These units are necessary in the station's operation since WPTZ makes practically all pickups for NBC in the Philadelphia area including features and sports events.

The units are employed also to bring church programs to viewers. The station makes it a practice to place cameras in various churches to make these remotes an integral part of its service to the public.

Station's rates are based on $700 per hour for Class A time periods, $560 per hour for Class B time and $420 an hour for Class C time. Announcements are based on the rate of $100 for Class A; $80 for class B and $60 for Class C. A new feature on the card is the special across-the-board program rate of five programs for the rate of 80% of the card rate.

With 18 years of telecasting experience, WPTZ is well aware that the lean, hard years of struggle have been left behind. As its black side of the ledger shows, advertisers now regard television as an important selling medium and a vital part of an effective campaign.

That, Mr. Loveman says, means ". . . television in the home is becoming as commonplace as radio in the home. And from nothing, the television industry has grown to a $2 billion baby."

It is Mr. Loveman's, and other WPTZ executives' belief, that the Philco station will continue to help point out the road.

MEDIA RESERVE

Pentagon Course Launched

RESERVE officers of all media are embarking on a 40-weeks indoctrination and orientation course under a program developed by the military public relations unit headed by Col. Edward M. Kirby, new chief of that division.

About 25 or 30 reservists in the Washington, D. C. area, including radio station personnel and lawyers dealing with radio, will take lectures during that period, according to Col. Kirby. Chicago and New York programs, initiated by the Navy Dept., also are underway, he added.

Col. Kirby was recalled to active duty fortnight ago in the offices of Maj. Gen. Floyd Parks, information chieftain of the Military Establishment [BROADCASTING, July 10]. He heads the Washington unit, designed to create a pool of trained media personnel for assignment when necessary.

RCA Tube Dept. has announced new and completely revised edition of tube characteristic booklet titled, "RCA Receiving Tubes for AM, FM and Television Broadcast." Booklet, form No. 1275-E, covers more than 450 RCA receiving tubes and kinescopes, including more than 50 new RCA types.

ABC TV CENTER

Plans Extensive Enlargement

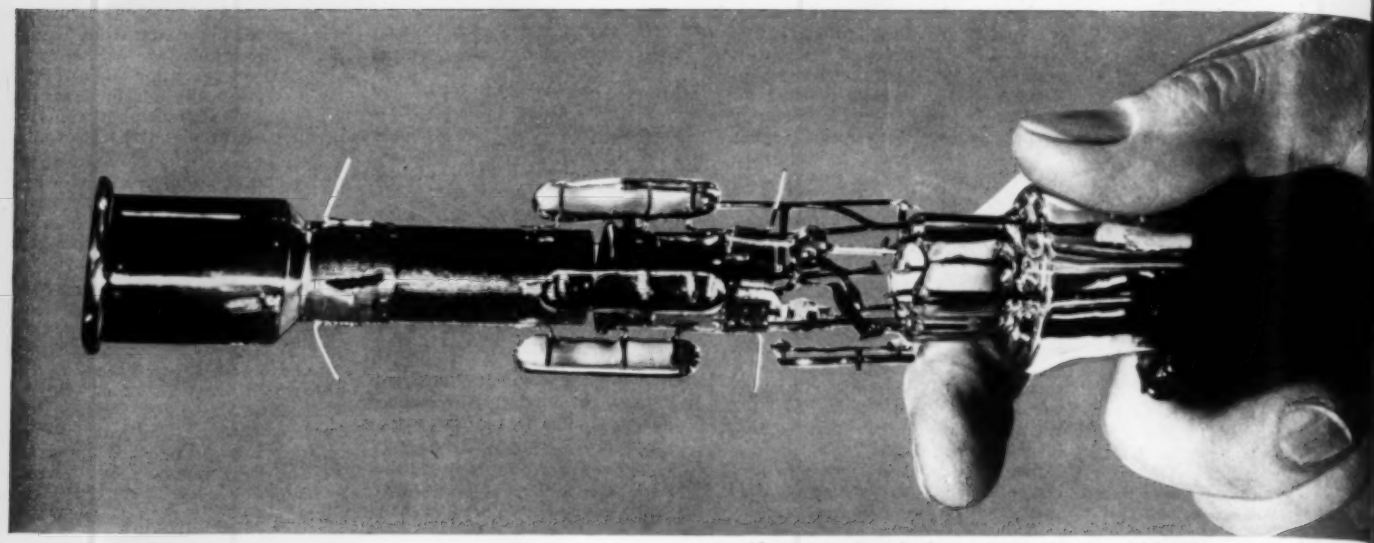
EXTENSIVE enlargement of ABC's New York TV Center is planned, Frank Marx, vice president in charge of engineering, announced last week.

Studio TV 1, described as the largest in the East by Mr. Marx, will receive installations of permanent scenery, rigging, and lighting equipment for the southern half to match those already installed in the northern half of the studio.

Construction of a new basement studio (TV 8), 35 x 40 feet, will bring the total studio floor space to 20,000 square feet.

ABC also will improve lighting and scenery rigging, as well as add 600 square feet of stage area, at its other New York location, the Ritz Theatre. For remote pick-up telecasts, a TV field truck with cameras and equipment will be purchased.

Show Your TV Audiences
War Pictures
by
ACME
TELEPHOTO
Action pictures from the Korean war front, flashed by radiophoto and Telephoto, put vivid realism in your TV news shows.
Korean war pictures and maps are included with other world events in Acme Telephoto NEWS SHOWS (5 min. daily) and hourly TV HOT SPOTS (1 min. and 20 seconds)—all completely produced for you by Acme, including commercials. Or you may receive war Telephotos in print form, for use in your own news programs.
For full information, write or WIRE TODAY!
ACME TELECTRONIX
Division of NEA Service, Inc. 1200 West Third St. Cleveland O.
Producers of Timely, Trouble-Free Pictorial Shows for TV



Electron gun *which generates the pencil-like electron beam or "brus and paints the television picture in black-and-white on the kinesco luminescent face.*

Wonderful peacetime "gun" shoots electrons

How a pencil-thin electron stream "paints" television pictures on TV screens

No. 7 in a series outlining high points in television history

Photos from the historical collection of RCA

After this white-hot block *of luminescent material is taken from t furnace, it will be spread on the face of a kinescope to form the screen f television pictures.*

● Though television now is familiar to millions, few know what actually makes pictures on the screens of home receivers. And there's little wonder why! This subject, to most laymen, is a highly complex concept.

Naturally, many factors are involved, but in home receivers the kinescope tube—developed by Dr. V. K. Zworykin of RCA Laboratories—is undoubtedly most important. The face of this tube is the receiver's "screen." On it, an amazing electron gun paints pictures in motion.

Inserted inside the kinescope—in a vacuum 10 times more perfect than that in any standard radio tube—this electron gun is machined and assembled with watchmaker precision . . . to 1/1000th of an inch. Such care is necessary to assure that the electron stream, emitted by an electrically heated surface, is under perfect control—compressed into a tiny beam, in perfect synchronization with the electron beam of a television came in a distant station.

In obedience to a signal originating in the camera controls then telecast and received in your home—this electron bea moves across the luminescent screen of the kinescope . . . paint areas of light and shade. In turn, your eye "combine these areas, and sees a picture!

One of the miracles of all this is that, although the electr beam moves across the face of the kinescope 525 times in *thirtieth of a second*—not a single mechanical moving part involved! Thus there is no chance, in a kinescope, of a mechanical failure.

Radio Corporation of Americ
WORLD LEADER IN RADIO—FIRST IN TELEVISIO

FCC actions

JULY 14 to JULY 20

-construction permit	ant.-antenna	cond.-conditional
-directional antenna	D-day	LS-local sunset
P-effective radiated power	N-night	mod.-modification
L-studio-transmitter link	aur.-aural	trans.-transmitter
ch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 14 Decisions . . .

BY COMMISSION EN BANC

HEARING ORDERED

KFTM Fort Morgan, Col.—Upon request of licensee ordered hearing on revocation of license of station KFTM to be held in Ft. Morgan on Sept. 20, before Comr. George E. Sterling.

Hearing Designated

WXLT Ely, Minn.—Designated for hearing on all matters pertinent to Commission's order of revocation of license of WXLT dated May 23, and upon additional issue, to determine whether application filed May 31 by Bestg. Co., is sufficient under provisions of Sec. 312(a) of Act, to suspend order of revocation dated May 23. Further ordered that hearing be held at Ely, Minn., commencing Sept. 27 before Comr. George E. Sterling presiding.

July 14 Applications . . .

ACCEPTED FOR FILING

License for CP

WOND Pleasantville, N. J.—License for CP new AM station.

Extension of Authority

NBC New York City—Extension of authority to transmit programs to stations CBL and CBM and other stations under control of Canadian Bestg. Corp. for period beginning Sept. 15.

NBC New York City—Extension of authority to transmit recorded programs of all broadcast stations under control of Canadian authorities that may be heard consistently in the U. S. for period beginning Sept. 15.

SSA—830 kc

WNYC New York—Request for extension of SSA to operate additional time between 6 a.m. EST and sunrise New York and the hours of sunset Minneapolis, Minn. and 10 p.m. EST using DA, for period beginning 3 a.m. EST Sept. 2.

Modification of CP

WDEL-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

License for CP

WVBT South Bristol, N. Y.—License for CP for changes in existing station.

WTRT Toledo, Ohio—License to cover CP new FM station.

License Renewal

WPTL Providence, R. I.—Request for license renewal noncommercial educational FM station.

TV—60-66mc

WTMJ-TV Milwaukee, Wis.—CP commercial TV station to change ERP from 16 kw vis., 10 kw aur. to 90 kw vis., 45 kw aur.

July 17 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

WABW Lawrence, Mass.—On Commission's own motion ordered that hearing re application of WABW be continued from July 19 to Aug. 21 at Washington, D. C.

KXLR North Little Rock and KWAK Stuttgart, Ark.—Granted petition of KXLR and KWAK for continuance of hearing in proceeding re applications from July 24 to Sept. 25 at Little Rock, Ark.

Chesapeake Bestg. Co. Inc., Bradbury Heights, Md.—Granted continuance of hearing in proceeding upon application; hearing continued indefinitely pending action on petition for reconsideration and grant without hearing filed on June 26.

George R. Winston, Cisco, Tex.—Petition requesting dismissal without prejudice of application denied without prejudice to petitioner's filing, within 45 days from date hereof, petition for dismissal of application with prejudice.

Arnold C. Werner and Mendocino Bestg. Co., Ukiah, Calif.—Granted petition Werner for dismissal without prejudice of application and on Commission's own motion application of Mendocino Bestg. removed from hearing docket.

KMA Shenandoah, Ia.—Granted petition of KMA requesting continuance of hearing re application of KNEB Scottsbluff, Neb. from July 19, to Aug. 29 at Washington, D. C.

William O. Boswell Jr. and 19 other stockholders (transferors) and Security Trust Co. of Rochester (transferee)—Granted dismissal without prejudice of application for transfer of control of Veterans Bestg. Co. Inc. WVET Rochester.

By Examiner Jack P. Blume

Brazoria County Bestg. Co., Freeport, Tex.—Granted continuance of hearing in proceeding re application from July 17 to Oct. 2 at Washington, D. C.

FCC General Counsel—Granted extension of time from July 14, to Aug. 18 for filing proposed findings in proceeding re applications of WKNX Saginaw, Mich. and that of WKMH Inc., Jackson, Mich.

WKNX Saginaw, Mich. — Granted leave to amend application in order to substitute Lake Huron Bestg. Corp., Mich. corp. as applicant; to reopen record in proceeding re application and that of WKMH Inc., Jackson, Mich. for the sole and limited purpose of receiving in evidence change in legal status of applicant from partnership to

(Continued on page 72)

KEYS Corpus Christi, Texas USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

PT6-JA

Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

71% OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

Andrew CORPORATION 363 E. 75th St. Chicago 19, Ill.

RCA TUBES . . . the standard of comparison

Television's King Pin

Used in both picture and sound power amplifiers, the RCA-8D21 employs advanced principles of cooling and electron optics. As revolutionary as television itself, this push-pull tetrode is setting new performance records in more than 50 RCA TT-5A 5-kw Television Transmitters.

Available through your local RCA Tube Distributor

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES — HARRISON, N.J.

Only $2.98 helps put new "sell" in television advertising

Sponsor of television show had to refilm his commercials to meet a new selling problem. New films picked up at the studio 4 P.M., delivered to TV station 800 miles away 8:47 P.M. same evening. Air Express cost for 11-lb. carton, $2.98. (In *undramatic* fashion Air Express keeps radio, television or any business rolling.)

Remember that $2.98 bought a complete service in Air Express. Rates include door-to-door service and receipt for shipment—plus the speed of the *world's fastest* shipping service.

Every Scheduled Airline carries Air Express. Frequent service—air speeds up to 5 miles a minute! Direct by air to 1300 cities; fastest air-rail to 18,000 off-airline offices. Use it regularly!

Air Express gives you all these advantages

Nationwide pick-up and delivery *at no extra cost* in principal town, cities.

One-carrier responsibility *all the way;* valuation coverage up to $50 without extra charge. And shipments always *keep moving.*

Most experience. More than 25 million shipments handled by Air Express.

Direct by air to 1300 cities; air-rail to 18,000 off-airline offices.

These advantages make Air Express your best air shipping buy. Specify and use it regularly. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

SPECIFY AIR EXPRESS
AIR EXPRESS GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

FCC Actions

(Continued from page 71)

Decisions Cont.:

corporation and to incorporate into record, by reference, amendment accepted herein, together with application for assignment of license of WKNX, which was granted by Commission on June 21 and record was closed.

By Examiner H. B. Hutchison

FCC General Counsel—Granted petition requesting extension of time until Sept. 7 in which to file proposed findings of fact and conclusions in proceeding re applications of Afro-American Bcstg. System Inc., Hopkins Park, Ill. and WDZ Decatur, Ill.

Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Denied petition requesting a "rehearing" in proceeding re application and that of Spa Bcstrs. Inc., Saratoga Springs, N. Y.

By Examiner Leo Resnick

Reub Williams and Sons Inc., Warsaw, Ind.—Granted leave to amend application so as to change frequency requested from 1050 kc 250 w D DA, to 1480 kc 500 w unl. DA-2; application removed from hearing docket.

WRIB Providence, R. I.—Ordered that further hearing in this proceeding shall commence on July 13 in Washington, D. C.

By Examiner Basil P. Cooper

KGB San Diego, Calif.—Granted continuance of hearing in proceeding re application now scheduled for July 18; hearing continued to date to be announced by Commission after determining action to be taken on petition to reconsider and grant without hearing.

July 17 Applications . . .

ACCEPTED FOR FILING

Special Authority

Lansing Bcstg. Co., Lansing, Mich.—Request for authority to transmit programs to CKLW Windsor, Ont.

Modification of CP

WLBJ Bowling Green, Ky.—Mod. CP to change frequency, power etc. for extension of completion date.

WPRA Mayaguez, P. R.—Mod. CP increase power install DA etc. for extension of completion date.

KCBS-FM San Francisco—Mod. CP new FM station for extension of completion date.

License for CP

License to cover CP new FM station: WAVU-FM Albertville, Ala; WERE-FM Cleveland.

WNAE-FM Warren Pa.—License for CP to make changes in FM station.

July 18 Decisions . . .

BY THE SECRETARY

KOCS, KEDO (FM) Ontario, Calif.—Granted voluntary assignment of license from partnership composed of three partners to new partnership composed of four partners—Mrs. Jerome Appleby Harnish, Carlton R. Appleby, Walter Axley and Ernest Atkinson, partnership, d/b as The Daily Report Co.

KITO San Bernardino, Calif.—Granted voluntary assignment of license to Carl E. Haymond, Carl D. Haymond, James A. Murphy, Paul F. Benton, Harold P. Thompson, John J. Dempsey, Gladys Dempsey and Herbert M. Bingham.

WSUI Iowa City, Ia.—Granted authority to reduce operating hours from unl. to minimum of 6 hours daily from Aug. 10, to Sept. 20, inclusive, in order to observe fall vacation period.

Leonard A. Versluis, Porter, Ind.—Granted license new experimen relay KSB-59.

Near Cedar Bluff, Mich.—Same 29.

Near Stevensville, Mich.—Same 30.

Near Stevensville, Mich.—G mod. CP KQB-32 for extens completion date to 1-15-51.

Near Cedar Bluff, Mich.—Same 31 to 1-15-51.

Griffith-Buenning Bcstg. Co., son, Kan.—Granted license for remote pickup KA-7025.

WBAY Green Bay, Wis.—Gran cense install aux. trans.

WACR Columbus, Miss.—Gran cense for new AM station and studio location; 1050 kc 250 w

KLIZ Brainerd, Minn.—Gran cense install new trans.

WCRI Scottsboro, Ala.—Gran cense new AM station; 1050 kc 2

WKWF Key West, Fla.—Gran cense install new vertical ant.

National Bcstg. Co. Inc., New Granted mod. license KA- change frequencies to 26.11, 26.25 26.45, 26.15 mc; NBC condition.

Center Bcstg. Co. Inc., Area Tex.—Granted CP and license for remote pickup KA-7234.

Peoria Bcstg. Co., Peoria, Ill.—G ed CP to change frequencies K to 153.05 mc; power from 10 to 30 equipment change.

Jose Ramon Quinones, San Juan —Granted CP for new remote KA-7227.

WGH Newport News, Va.—Gr CP to mount FM ant. on AM tower (cond.).

WTTS Bloomington, Ind.—Gr mod. CP to change type trans. an

WLAV-TV Grand Rapids, Granted mod. CP for extension of pletion date to 1-15-51.

WERC Erie, Pa.—Granted mod for extension of completion da 9-2-50, cond.

WABB-AM-FM Mobile, Ala.—G ed mod. license to change studio tions.

The Hampden-Hampshire Corp. Holyoke, Mass.—Granted mod. KA-5499 to change frequencies to 26.33 mc. To be used with WHYY-FM.

Taylor Radio & Television Wichita, Kan.—Station KA-3751 deleted as of 7-1-50 as applicant not desire to file mod. to change quencies in accordance with new

WFIU Bloomington, Ind.—Gr mod. CP for extension of comp date to 10-15-50.

WHMA-FM Anniston, Ala.—Gr mod. CP for extension of comp date to 12-23-50.

KOTV Tulsa, Okla.—Granted for CP and indicate change trans. tion for new commercial TV stat

Following stations are to be de as of 7-1-50 as applicants do not to file for mod. to change frequenc accordance with new rules: KA-3090, The Tierney Co., Charleston, Va.; KA-3064 Pennsylvania Bcstg. Philadelphia, Pa.; KA-3074 Surety Insurance Co., Columbia, S. C.; 3036 City of St. Petersburg, Fla. Petersburg, Fla.; KA-3068 The Pu Pub. Co., St. Louis, Mo.; KA- Atlantic Coast Bcstg. Co., Charle S. C.; KA-3745, 3747, 3748, Fre Bcstg. Co., Cheyenne, Wyo.; KA-5587, United Bcstg. Co., Cleveland, KA-3853, The Fort Industry Co. L Ohio; KA-5554 Radio Station KFH Wichita, Kan.; KA-4649 to 4652, 4655, KEA-705, American Bcstg. Inc., New York; KA-4658 to 4661, 715, KA-4656, American Bcstg. Co. Chicago; KA-3018, 3019, 3020, KOA-302, American Bcstg. Co. Washington, D. C.; KA-4639, 4640, 4638, American Bcstg. Co. Inc. Francisco, Calif.; KA-3012, 3010, 3013, American Bcstg. Co. Inc. Angeles.

WABM Houlton, Me.—Granted cense new AM station; 1340 kc unl.

KTBS Shreveport, La.—Granted quest for voluntary relinquishmen

(Continued on page 79)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

Philip Merryman & Associates
- 114 State Street
- Bridgeport 3, Conn.
- Bridgeport 5-4144

RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitler
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

LANG-WORTH
FEATURE PROGRAMS
SELL
FOOD PRODUCTS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Available!*

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program.

Caroline Ellis

Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two availabilities!

*Available Tuesday and Thursday.

KMBC
of Kansas City
KFRM
for Rural Kansas

programs promotion premiums

PRIZE D. J. ● ● ●

WSCR Scranton, Pa., Disc Jockey Mike Woloson was offered to anyone identifying obscure record on *Wake Up* show by M. C. Alan Cummings. To surprise of all, George Lohmann phoned in identification and insisted on delivery. Mr. Woloson was sent to Lohmann home in cage marked "Don't feed" and "Danger." "Delivery men" were attired as hunters, complete with guns and helmets labeled "WCSR."

PICTURE STORY ● ● ●

KTTV (TV) Los Angeles pictorially records station's year operation in letter-size 34-page folder. Passed in review are scenes of TV shows, shots of top station executives, cameras in action, public service, news, sports and special events coverage. Production and transmission phases of TV also pictured.

DEMPSEY SHOW ● ● ●

WSSV Petersburg, Va., half-hour interview with Jack Dempsey, former heavyweight champion, sponsored by Ross Jewelers. Included ceremony honoring "Miss Virginia," Gloria Fenderson of that city. M.c. was Jack Laflin, sportscaster.

BABY BIBS ● ● ●

WHIO-TV Dayton sending plastic bibs to all new mothers of Dayton. Bib has pocket in end, and is imprinted with three little pigs. Pocket carries copy: "Best Wishes from WHIO-TV, Channel 13."

SPONSORS-CAST ● ● ●

WHIT New Bern, N. C. Five co-sponsors of Coastal Plain League baseball game took over play-by-play announcing and read their own commercials recently. Each sponsor did at least one complete inning, with the five rotating. Recordings of their efforts were given them by station. Listener reaction was varied, station reports.

WKY BROCHURE ● ● ●

WKY Oklahoma City sending to trade, brown, yellow and green brochures. Cover says: "Enough to put music in the heart of a time buyer!" Enclosed are letters from sponsors praising station's effectiveness.

STATE QUIZ ● ● ●

PACIFIC Northwest Broadcasters *1,000-Mile Quiz* gives answers to questions about Idaho, Montana, Oregon and Washington. Teams from each of eight cities served by stations compete for weekly prizes of $25 and $15 on show. Questions concern historical and current data about four Pacific Northwest states. Program carried by KXL Portland, KXLY Spokane, KXLE Ellensburg, KXLF Butte, KXLL Missoula, KXLJ Helena, KXLK Great Falls, KJLQ Bozeman.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

'LUCKY DIAL'

WKTY La Crosse, Wis., *Lucky Dial Money Pile.* Beginning day La Crosse telephone subscribers got dial phones, announcers broadcast 50-word "Lucky Dial" spot announcements before, after, and during many of station's programs. Following each spot, new dial telephone number is read by announcer. If phone subscriber hears his number and calls WKTY within five minutes, he earns all money in "*Lucky Dial Money Pile.*" Since dollar is added with each announcement, "pile" often reaches large proportions. Each dollar is furnished by sponsor of spot.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BEAUTY PARADE ● ● ●

WWDC Washington's "Miss Washington" beauty contest began eliminations July 17 at station's studios. Field of 73 aspiring beauties to be narrowed down to 27 for semifinals and naming of "Miss Washington" on Aug. 14. Washington Junior Chamber of Commerce co-sponsors event.

CAKE-BAKE ● ● ●

WSRS Cleveland's Jim Doney, disc jockey, "baked a cake" to help celebrate his 24th birthday. Cake plus ice cream and cold drinks were served to friends and fans in front of downtown theatre. Pieces of cake were sent to radio editors via models. One editor in New Y received piece by air express.

ASPEN SHOWS ● ●

WESTERN Slope Broadcasting stations, KFXJ Grand Junc and KGLN Glenwood Springs, air regular programs from A Institute at Aspen, Col. Broad on Independence Day was li lighted by reading of Declarat of Independence by Clifton Fa man to Institute. Other nation and locally prominent people t part in Institute and progra aired by stations.

FREE SERVICE ● ●

WJZ-TV New York aided city's servation of "Television Week" having 25 TV service men, on f call, first-serve basis, visit ho throughout area to fix sets wh owners requested free service f station. Capital Television, ind pendent TV service organizati co-operated with station.

FLOOD COVERED ● ●

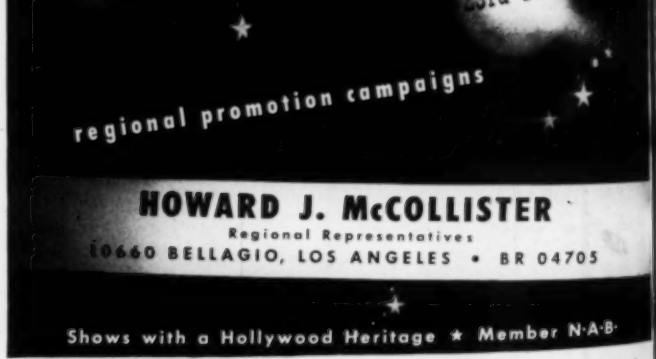
WDNE Elkins, W. Va., dur floods in area last month, p sented listeners story of death a destruction. News Editor B Wilson took tape machine via pla and brought back on-scene rep of four towns hit by flash flood MBS used part of tape in nati wide broadcast. On-scene int views with flood victims also air

TV EDUCATION ● ●

WBAL-TV Baltimore, through D David E. Weglein, station's publ service counsellor, and Lynn Pol public relations director Joh Hopkins U., telecast three pr grams to students attending sum mer school at Johns Hopkins. Pro ect is extension of pioneering wo by WBAL-TV in field of educatio Shows concerned chemistry, visu education and government an were part of regular programmi

CAMP SERIES ● ●

WBT Charlotte, N. C., Fri., 8:30 p.m., airing eight-week conce series, *Your Summer Festival o Music,* from Transylvania Mus Camp, Brevard, N. C. Orchest and choir of camp are heard i addition to special guests and ou standing figures in music worl Show produced by Bob Rierson.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Strictly Business

(Continued from page 12)

ught unnerved him, and he re-rned home to St. Louis. After stint with Pillsbury Mills and Shell Oil Co. in sales and blic relations, he decided to ply lessons learned in night dio classes at Washington U., d joined sales at KWK in 1943. A year later The Branham Co. ked him to go to Chicago, where has been ever since. Dudley ll returns to St. Louis, especial-during this season when he is red by the cool, summer home his parents outside the city. Chicago, he lives in a near rth side bachelor apartment, llecting favorite classical and ht operatic records. He plays lf ("shooting in the two-digits") ith station men, and continues keep up his interest in music singing in a church choir, at ourth Presbyterian Church on ichigan Blvd.

WATL RULING

NLRB Decides Announcer Case

INTERROGATION of WATL At-anta's announcers "as to whether ey were a member of (AFRA) r not" alone constituted a viola-ion of the labor law by the station ecause it tended "to interfere with he free exercise of employes' ights," the National Labor Rela-ions Board has declared.

The ruling was handed down July 3 by the board in the case involv-ng a dispute between WATL owned by J. W. Woodruff Sr. and icensed to Atlanta Broadcasting Co.) and two unions, American Federation of Radio Artists (AFRA) and International Broth-erhood of Electrical Workers (IBEW).

By its decision, NLRB thus overruled previous intermediate findings of its trial examiner, Hamilton Gardner, issued last De-cember, that such interrogation, standing alone," might not be "suf-ficient" to constitute a violation of abor regulations [BROADCASTING, Dec. 5, 12, 1949.]

WCTS Now WKRC-FM

CHANGE of call letters of Transit Radio outlet WCTS (FM) Cincin-nati to WKRC-FM has been an-nounced by Hulbert Taft Jr., ex-ecutive vice president of Radio Cincinnati Inc. Sister station of WKRC-AM-TV, the FM outlet broadcasts to 500 radio-equipped busses of the Cincinnati Street Railway and Northern Kentucky Greenline as well as to FM home set owners.

COVERING WISCONSIN'S LARGEST RADIO VOID

WTTN

114 Local Accounts
26 Regional and National Accts.
2781 Pieces of Mail for May '50

News — Accent on LOCAL
Music — Sports — Special Events

WTTN WATERTOWN, WISCONSIN

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(Total U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA-WEEK JUNE 11-17, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			
1	1	Lux Radio Theatre (CBS)	15.1
2	2	My Friend Irma (CBS)	13.2
3	3	Walter Winchell (ABC)	12.0
4	9	You Bet Your Life (CBS)	11.0
5	37	Life With Luigi (CBS)	10.9
6	26	Mr. Chameleon (CBS)	10.5
7	5	Arthur Godfrey's Talent Scouts (CBS)	10.4
8	7	Mr. District Attorney (NBC)	9.8
9	20	Dr. Christian (CBS)	9.6
10	6	Bob Hawk (CBS)	9.5

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

CRIME PROBE

WIOD WQAM Cover Hearings

TWO Miami, Fla., outlets have reported giving extensive coverage to hearings held in that city a fortnight ago by the Kefauver Crime Investigating Committee.

WIOD met Sen. Estes Kefauver (D-Tenn.) when the Senator's party arrived at Miami Municipal Airport and later broadcast a recorded interview with the crime investigator. WIOD also broadcast a recorded program made in Miami's Federal Building, and aired the final hearing session direct from the courtroom. Besides special bulletins and news reports, WIOD carried 15 courtroom broadcasts for a total of nine-and-one-half hours of air time.

WQAM reported installing broadcast facilities for all stations and a public address system for the hearing room. Gene Rider, station's chief engineer, fed complete proceedings to a battery of tape recorders set up outside the hearing room by various Miami stations. Tapes were rushed to respective stations, edited, and broadcast throughout the day and evening hours.

WQAM News Editor John Bills prepared three programs daily for WQAM, *Miami Herald* outlet, during the three-day sessions. On-the-spot recordings also were used on local newscasts.

WATH Opens Sept. 15

WATH Athens, Ohio, is slated to begin operations Sept. 15 on 1540 kc with 1 kw daytime-only, according to James D. Sinyard, co-owner with Andrew H. Kovlan of the station. Mr. Kovlan will serve as general manager and Mr. Sinyard as chief engineer.

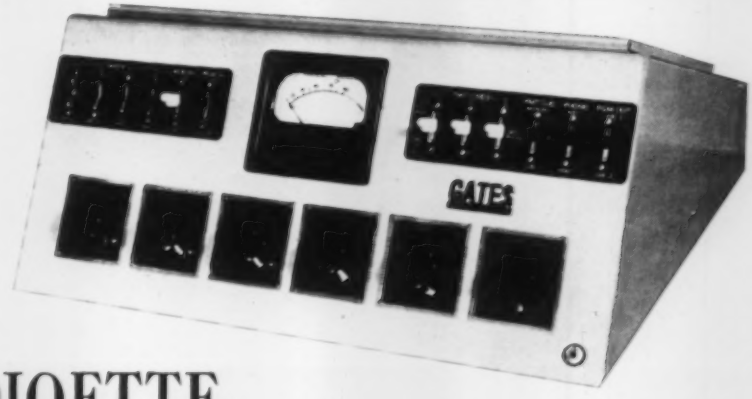
JOHNSON PRAISE

Senator Lauds KLZ, Terry

SEN. ED C. JOHNSON (D-Col.), who has earned a reputation as a Congressional "watchdog" over application of the Communications Act's "public interest" yardstick, last week had warm praise for KLZ Denver and Hugh Terry, its general manager.

In a statement on the Senate floor Tuesday, Sen. Johnson lauded KLZ's new radio series, *Let's Talk It Over* [BROADCASTING, June 26], as a "concrete example of a program in which a metropolitan station makes a positive effort to bring the listeners more closely and more fully into the operation of the station." The Colorado solon also commended Mr. Terry for a "long and useful record" as a member of Denver community life, and said he has distinguished himself further by initiating the new feature.

→ Quality PLUS··· makes GATES ··· a MUST →



GATES
52-CS
STUDIOETTE

For any modest studio control operation either aural or video, the new Gates Studioette is ideal—may be enlarged upon too, via available accessories for future expansion. Amazingly complete in facilities with high level mixing, program and monitoring amplifiers and all big console circuit provisions. Ideal as part of a master control. The Gates Studioette is fully described in the new Gates speech input catalog—yours for the asking. If it's quality, plus modern design you want—always look to Gates.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt midwest, MBS affiliated station. Must be thoroughly capable to take full responsibility; have character, be energetic and be able to sell; have promotion ideas and ability to get along with people. Right party can acquire interest in station if desired. Write in care of Box 668F BROADCASTING.

Salesmen

Experienced salesman. Western New England major market daytime indie. Excellent drawing account for top man able to sell at local level. Permanent position with good chance for promotion. Box 664F, BROADCASTING.

Texas ABC station desires aggressive, experienced salesman. Permanent, equitable compensation. Box 729F, BROADCASTING.

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Young man with radio background wanted by station in eastern Pennsylvania to service accounts and learn selling. Small salary plus commission. Must have car. Box 792F, BROADCASTING.

Rough market, lots of competition, lots of stations. If you have ideas, make calls, like to work and can sell solid for TV-planning 5 kw NBC in 100,000 city, write full details first letter, references, background, proof past performances, desired earnings, picture, etc. Box 821F, BROADCASTING.

Salesman for fulltime network affiliate in midwest metropolitan market. Must be thoroughly experienced and aggressive. Commissions or guarantee. Opportunity for advancement. Give experience, education, references and photo. Write Box 831F, BROADCASTING.

Experienced time salesman, must have car. State references and full information. Box 834F, BROADCASTING.

Salesman wanted for two-fifty watt station Tennessee. Good opportunity for right person. Liberal commission against drawing account. Box 842F, BROADCASTING.

Salesman wanted—1000 watt independent; excellent market; 15% commission against drawing account; give complete record, references and photo. Box 852F, BROADCASTING.

Wanted—Two radio time salesmen, experienced, proven performance in previous position, salary plus commission commensurate with ability. Box 874F, BROADCASTING.

We have an opening for an experienced salesman who can show a productive local record. Good base wage and excellent commission arrangement. For interview write Herb Ferguson, KXOA, Sacramento 15, California.

WMIL—one of America's top independents, has an opening on its sales staff. Small salary; liberal commission. It's a swell opportunity for some one who wants to settle down in a permanent job. Write giving full details to Jerome Sill, WMIL, Milwaukee 3, Wisconsin.

Salesman-announcer to manage remote studio. $20.00 weekly base plus 15%. Send resume of experience, references, disc, photo first letter. WSMI, Litchfield, Illinois.

Announcers

All-round announcer for Texas ABC affiliate. Football announcing helpful. Box 730F, BROADCASTING.

Announcer, experienced. Send disc, photo. Tell all first letter. Box 767F, BROADCASTING.

Announcing, 1000 watt station, major market, needs announcers with two years commercial experience. Write full details, midwest, give Army status. Starting salary $60 with advancement assured. Box 812F, BROADCASTING.

Help Wanted (Cont'd)

General manager with 16 years experience, wants chief engineer and salesman to join him in new station. He will furnish 51% capital, you furnish balance and help operate. Good money town, no station. Write Box 796F, BROADCASTING.

Morning man capable of special event work. 5 kw midwest network. Send disc, full particulars, salary requirements. Box 817F, BROADCASTING.

Announcer. Opening soon for announcer with pleasing voice, capable of handling shows and news. Position permanent. Give details in first letter. Successful southwestern station. Box 818F, BROADCASTING.

5 kw in 130,000 city has opening for strong announcer, DJ and program personality man. Must be warm, friendly. Ability, excellent voice, versatility and stability required. Send full particulars: background, photo, disc and salary requirements first letter. Box 822F, BROADCASTING.

Experienced combo announcer-chief engineer 250 watt midwest station. $250 a month. Permanent. Send background, photo and audition. Box 825F, BROADCASTING.

Sports director 5 kw midwest. Do play-by-play basketball, baseball, football. Send audition disc and full particulars. Box 827F, BROADCASTING.

1000 watt independent station wants announcer with first class ticket. Emphasis on announcing. Send details, disc, salary required. Box 836F, BROADCASTING.

5 kw NBC affiliate wants topnotch combination announcer-engineer with emphasis on announcing. Ideal working conditions. Send full information. KMED, Medford, Ore.

Two experienced announcers, $65 per week. 1 kw independent opening September 1st. Send details, disc and photo. Dick Crane, KNEA, Jonesboro, Arkansas.

Combination man, ABC affiliate. Must have application, audition disc and photo with first letter and pertinent details. KVOC, Casper, Wyo.

Help wanted: Combination man, announcer-engineer for FM station. Send disc and details in first letter. WFML, Washington, Indiana.

Announcer-engineer, emphasis on announcing. Send disc, snapshot and details first letter. Manager, WKWF, Key West, Florida.

Experienced qualified for DJ special events and personality shows. 5 kw midwest network. Only experienced apply. Box 828F, BROADCASTING.

Wanted immediately, young man or woman with ticket and emphasis on announcing. Must be single and have a working knowledge of music, popular and long hair. Job starts at $55 per week, raises will be forthcoming if you can produce. Send photo, disc and all to Chick Catterton, Manager, WMMB, Melbourne, Florida.

All-round announcer with at least one year experience, some sports for 1000 watt daytime independent. Position open immediately. Send all information including photo, disc and pertinent information to Harold Fitzgerald, Manager, WOKZ, Alton, Illinois. Audition in person necessary.

Announcer with ticket. Send disc, photo, salary requirements first letter. WSMI, Litchfield, Illinois.

Announcer-engineer with emphasis on announcing. First class license required. Excellent opportunity in group of 7 stations for the right man. Send disc and details immediately to Bob McRaney, General Manager, Mid-South Network, Columbus, Mississippi.

Technical

Engineering, 1000 watt directional array, needs operator-chief who knows phasing. Excellent opportunity, advancement assured if you can handle the job. Give full details, Army status, etc. Box 811F, BROADCASTING.

Help Wanted (Cont'd)

250 w daytime indie wants experienced engineer-announcer, emphasis on practical engineering abilities. Ingenuity and talent to work with minimum of supervision required. Box 835F, BROADCASTING.

Washington consultant desires junior engineer partner, experienced or recently trained. Box 849F, BROADCASTING.

Instructor in radio communications, must have three years station experience, good salary. Give full information. Address National Radio School, 60 South 4th Street, Minneapolis, Minnesota.

Production-Programming, others

News, fulltime 1000 watt station, midwest, needs newsman, 2 years experience. Large market, $60 start, regular increases for production. Write full details. Box 810F, BROADCASTING.

Continuity writer. Must be experienced with ability to write good commercial copy and offer new ideas. Opportunity to write TV as well as AM copy for well-established midwest station. Send sample copy, complete background and references to Box 832F, BROADCASTING.

Wanted: Topnotch western (not hillbilly) band or group for air work on 5,000 watt midwest station. Basis of territorial jobs with own booking privilege. Send letter and audition in reply. Box 867F, BROADCASTING.

Continuity director, $50 per week. Experienced, capable young woman. Send details, photo and sample copy. Dick Crane, KNEA, Jonesboro, Arkansas.

Situations Wanted

Managerial

General manager, commercial manager or both. Can not perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 444F, BROADCASTING.

College community sought by successful small market manager 35, degree, family, 12 years broadcasting. Box 657F, BROADCASTING.

Desire change to moderate size town where preachers and hillbilly music are not cardinal sins. No newspaper affiliations. Work. Sell. Announce. Local programming success. Civic minded. Married. No drink. Just want to settle down in a nice town. Box 669F, BROADCASTING.

General manager-chief engineer 15 years experience seeks progressive employer. Highest caliber references. Box 679F, BROADCASTING.

Manager-sales manager: This survival of the fittest era of radio today makes it essential that for a successful operation owners must have that difficult to locate commodity, proven knowhow, heading up their organization. This ad is a 100% legitimate opportunity for some owner to secure a man of this caliber. Permit me to show you my substantiated record of twelve years successful management, profitable sales figures I've produced, and bonafide agency and sales contacts, further underwritten by twenty years broadcast experience. Then, you check this record, after which you'll agree that this is a real opportunity to secure a proven topflight executive. College education, happily married with two children, dependable and of good character and with a well known and established creditable reputation in the industry. I desire to make the right move and a good connection. I can't reveal my experience, worth and identity to you unless you contact me. Let's investigate one another. Box 697F, BROADCASTING.

Sales manager who in 20 years has sold millions of dollars in local time. Also year and half experience in television. Seeks job as commercial manager of substantial station or manager of a smaller station. 45 years old, married and have two children. Perfect health, complete reference, will go anywhere. Box 766F, BROADCASTING.

Station manager with network and independent station experience. Excellent background in sales promotion. Fifteen years in radio, all phases, including engineering. First class license. Personal interview possible. Box 771F, BROADCASTING.

Situations Wanted (Cont'd)

Available: Station manager, 25 ... old, just received B.S. in Radio Ad... istration from Boston University ... job is filled, am willing to sta... salesman. Box 823F, BROADCAST...

Commercial manager: I am not a ... gram director, engineer, writer ... nouncer. I managed a good 5 kw ... work station for several years and ... still a commercial manager beca... am, first of all, a salesman. I ... how to sell and how to help my ... men sell and service. (Callouse ... feet only.) I know the proble... local merchants as result of ... paper background and how t... national business by selling and ... ing closely with a national repres... tive and providing the ammunitio... needs. I've had a whale of a l... merchandising and promotion ex... ence. I can work with people and ... along with them. I've been on ... radio for a while (had a fine vacu... and want back in where there is ... to be done. I'd like a tough job ... competitive field with an establi... station inclined to pay above ave... only after I prove my ability t... the job. I'm 42, married. Not ... resemblance to Clark Gable but ... pretty good references. All my ex... ence has been midwest. Now on ... west coast and willing to go anyw... to a job that offers permanency ... above average potential. Box ... BROADCASTING.

General manager, long experienc... net and independent radio ma... ment and sales is available. P... single station market with plea... living and working conditions. Ma... pleasing personality, gets loyal em... successful operation and sparks ... to their best. Good showman... Makes interesting programming ... sells radio time. No high pressure ... dependable, intelligent and profes... management. Give full details. ... 846F, BROADCASTING.

AM and TV experienced. In radio ... years, all fields including sales, ... promotion and public relations. C... speaker. Connection with AM sta... as manager or comm. manager, or ... station planning TV. Good natio... contacts. A dependable family man ... knows the business. Address Box ... BROADCASTING.

Manager, of two radio stations. Exp... enced in all phases of broadcast... **Writer,** director and promotion for ... works. Manager, announcer, direc... writer for local stations. Telev... writing and directing. Never fired ... a position. Would consider prog... directorship if opportunities ... salary are right. 32 years of age. Ro... D. Williams 1842 N. Lorraine, Wich... Kansas.

Salesmen

Radio salesman desires job. Exp... enced, car, married. Box 731F, BROA... CASTING.

Salesman: Sales position desired by ... year old married man. Ten y... experience announcing-production w... CBS New York, St. Louis, Minneapo... Sales experience Hollywood and Bos... Desire opportunity to prove s... worth with large or medium size p... gressive station. All references and ... perience credits in order. Box 7... BROADCASTING.

Manager—8 years of ability to sell, ... along well with people, promote, ... cellent references. East. Box 8... BROADCASTING.

Salesman-announcer, heavy sales ba... ground, graduate top NY broadcast... school, well schooled in announcing ... control board operating, some exp... ence, married, 26, car, excellent re... ences, disc available, will grateful... acknowledge all replies. Box 8... BROADCASTING.

Announcers

Sportscaster—Available football seas... Experienced, employed, seeks y... round sports deal larger station, ... ket area. News, special events, ... control op. Aircheck discs Min. ... week plus talent. Box 570F, BROA... CASTING.

Newsman—Morning news editor 5 ... midwest net affiliate, retrenched ... of job. Single, 22, college graduat... Excellent reference. Box 587F, BROA... CASTING.

DJ news, special events. You... sober, dependable with 4 years, ex... Presently employed midwest 5... watt station. Send disc on request. ... 647F, BROADCASTING.

Announcer, now working, want perm... nent change. 6 years experience, ... fill any opening. Box 724F, BROA... CASTING.

Looking for first job. Thoroughly ... schooled, all phases. Single, 23, trav... disc. Stage background. Box 76... BROADCASTING.

XUM

Situations Wanted (Cont'd)

nouncer: Quality, mature voice. d good following on news, disc s, interviews, etc. Five years ex- ence: three—straight announcer; program director/announcer pro- sive midwest kilowatt. 1st phone, e fair copy, but first love is air k. Furnish excellent references n all past employers regarding t, character, etc. No floater. No hot. Married, sincere, dependable. sell merchandise and satisfy spon- Box 736F, BROADCASTING.

nouncer, fine detailed knowledge in major sports, wishes to work as rtscaster. Will work as assistant. e available. Box 755F, BROAD- STING.

nouncer, experienced, all-round g man, college trained, presently loyed, married desires permanent tion city of 15,000 to 30,000. Will st if possible. Interview arranged. x 739F, BROADCASTING.

nouncer-accountant, 3 years radio. petent organization. Middle east st. Box 760F, BROADCASTING.

nouncer—Seeking first opportunity where. BA Speech, college announc- acting. Complete details upon uest. Box 764F, BROADCASTING.

rts announcer-continuity-newsman. years experience. Graduate North- tern University; NBC Summer Ra- Institute. Play-by-play, Indiana n. Western Conference football, ketball. Newspaper reporting ex- ence. Married, want small station, all town. Box 782F, BROADCAST- G.

rtscaster, announcer, college grad., y-by-play, commentary, player kground, single, ambitious. Box 7F, BROADCASTING.

you need an announcer-writer, com- ation, you need me. Write Box 788F, ROADCASTING.

rtscaster, sports-minded station ented, play-by-play baseball, basket- , news, emcee. Also interested in orts and sales position. Family, upper dwest preferred, not essential. Box 4F, BROADCASTING.

nouncer, four years experience in all lds of announcing. Accent on news. ll details of employment. Box 816F, ROADCASTING.

perienced radio announcer. Knowl- ge of board. Excellent DJ and sports ferences. 3 years of college. Will go ywhere in U. S. Box 819F, BROAD- ASTING.

p hockey announcer. Live and re- orted, disc on both. Other sports. llege grad. Married. Box 820F, ROADCASTING.

nouncer—3 years experience every pe staff announcing, heavy on news; so operate control board. Presently ployed in Philadelphia. Desire em- oyment in Colorado, Maine, New Jer- y areas. Disc and further information on request. Box 824F, BROADCAST- G.

ey 50 kw network announcer in major rket. 30. 6 solid years experience, V, TV, news, emcee, movies and rrations, now available. Also, sales omotional and advertising agency perience. Married. 2 children. Disc. oto and resume by request. Box 826F, ROADCASTING.

od announcer. No genius. 3 years ex- rience. Prefer CBS affiliate. Box 1F, BROADCASTING.

aft exempt ex-GI, 27. Schooling, but eds a break to start as staff an- ouncer-copywriter. Board experience. efer Mid-Atlantic states; personal terview. Box 830F, BROADCASTING.

nouncer, radio school graduate look- g for start. Strong on news, commer- ls and sports. Disc and photo avail- le. Box 833F, BROADCASTING.

orning, all night DJ. 8 successful ars. Employed in city of 3,000,000. mbination, married. $80.00. Box 838F, ROADCASTING.

nouncer 3 years experience. Mar- ed, vet, 26. 1 year college. Desires rt time position college town. Pres- ly employed. Available Sept. 1st. x 840F, BROADCASTING.

nouncer, writer-salesman. Thorough owledge radio business. Write good mmercial copy. Strong on news, mmercials. DJ. Excellent voice, per- nable. Will travel. Disc, photo avail- le. Box 843F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 25, single, vet. Trained by NBC. Mature, college background. Go anywhere. Box 844F, BROADCASTING.

Experienced announcer. College training. Three (3) years actual work. Also sportscaster. Presently employed but available immediately. Preferably the west coast. Box 845F, BROADCASTING.

Announcer. Radio training 2 years. Excellent deep voice, pleasing style and selling power. Want initial break to get needed experience. Excelling in commercial copy, newscasting. Can handle all sports. Know control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 850F, BROADCASTING.

Topflight sportscaster-announcer, 5 years experience. Play-by-play football, basketball, baseball for Atlantic, N. W. Ayer, Pepsi Cola, Tidewater Oil. Bubbling over with sport ideas. Presently employed, looking for advancement. Box 851F, BROADCASTING.

Available for your station; experienced, versatile announcer. Dependable, married, child, $60 week. Best references, disc on request. Box 854F, BROADCASTING.

Mr. Sports Director. My background is thin, my knowledge and ambition to succeed is heavy. Grad top N. Y. broadcasting school, well schooled in announcing and control board, some announcing experience. Heavy on sales, if wanted, married, 26, excellent references, disc available, will acknowledge all replies. Box 858F, BROADCASTING.

Announcer-disc jockey, 4 years experience, 2 years college. Good voice and commercial punch with program ideas desires position as announcer; disc jockey; program director. Present salary $70.00 week. Box 860F, BROADCASTING.

Announcer wants experience: College, sports, DJ, some experience FM in N. Y., will travel. Box 861F, BROADCASTING.

Attention: Northeastern stations, now available, announcer, 4 years N. Y. area experience, references, must support ailing mother, write Box 862F, BROADCASTING.

Combination man, first phone, 7 months experience, have announced, northeast preferred. Please state salary. Box 865F, BROADCASTING.

Announcer, writer, news, thorough knowledge radio, good selling ideas, imagination, ambitious, reliable, hard worker. Prefer midwest. Box 868F, BROADCASTING.

Announcer: Capable control - board operator, disc jockeying, sports, commercial and news. Will travel. Prefer Texas or New England. Disc on request. Box 869F, BROADCASTING.

Topflight staff and college basketball, football, AA Southern Association baseball announcer. Excellent recommendations from radio, major league baseball and national advertising execs. Seeking year-round sports and/or staff that pays right. Contact Taylor, Birmingham, Alabama, telephone 66172 or Box 870F, BROADCASTING.

Is radio dead? If not, let me know: Announcer, copywriter, operator. Two years experience. Single, 25. Box 871F, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 873F, BROADCASTING.

News, DJ, special events, semi-experienced in AM-FM. Mature voice, write copy, B.S. Degree. Hard worker, need good job. Knowledge of board, recording engineer. Prefer midwest, will go anywhere. Ed Atlas, 2635 W. Albion, Chicago, Ill.

Announcer-engineer. Experience with indies and net affiliates. No comedian. Congenial, dependable, two years morning man. Chief announcer net affiliate past 18 months. Good voice, highest reference, single, 30. Frank Berry, General Delivery, Ault, Colorado.

Vet., 25, married, desires announcing position. 2 years college, radio school grad. Will go anywhere. John Blickley, 214 Earl Ave., Bridgeport 6, Conn.

Announcer, 19 months experience Mutual affiliates and independent. Age 25. Operate console. M. Gulla, 5009 S. Talman Ave., Chicago 32, Ill.

Situations Wanted (Cont'd)

Combination engineer-announcer, fifteen months experience in all phases of small market radio. Disc shows, newscasting, color man on basketball and football, also remotes. Veteran, married, have car, free to travel. Graduate of radio and television school. Available after August first. Phone 799 or write Robert R. Pegg, 502 Belleview, La Junta, Colorado.

Announcer-engineer, 1st class license. 15 months experience 1000 watt independent. Bob Peters, 8 Upland Rd., Brookline 46, Mass. Beacon 2-1855.

Technical

Technician, 1st class telephone, young, ambitious, graduate leading engineering school. Box 623F, BROADCASTING.

Engineer—three years broadcasting experience, maintenance, operation and construction. No bad habits, no drifter, desires good paying position. Box 613F, BROADCASTING.

Engineer, 1st phone, wants position with a growing organization. Has car and is no drifter. Box 651F, BROADCASTING.

First class phone license, inexperienced, will accept job anywhere. Box 701F, BROADCASTING.

Engineer, degree, licensed, 12 years experience in radio. Box 719F, BROADCASTING.

Experienced engineer in AM-FM. Young, single, do not smoke or drink. Prefer midwest. Box 735F, BROADCASTING.

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

First phone license. Young and single. Desires position in broadcast field. Inexperienced, will travel. Box 744F, BROADCASTING.

Engineer seeking responsible position in midwest. Five years experience including clear channel, chief 250 watts. E.E. Degree. Married, two children. Presently employed. Box 758F, BROADCASTING.

Chief engineer. Completely experienced in operation, maintenance, construction complete broadcasting stations including toughest directional antennas. Excellent personnel relations. Draft proof. References? The best. Box 847F, BROADCASTING.

Engineer, first phone, 22 years old, sober, married. Some broadcast experience. Box 848F, BROADCASTING.

First class phone license, inexperienced, will accept job anywhere in New England or New York. Box 853F, BROADCASTING.

Engineer, first phone, seeks radio or television position. Single, car, will travel. Box 863F, BROADCASTING.

First phone desires position. Willing to work, you need me. Arthur Coburn, 90-36 180th St., Jamaica 3, N. Y.

Engineer, first, experienced, transmitter, remotes, taperecorders. Car, available immediately. Earl Davis, RR #2, Tell City, Indiana.

First phone license. Experienced. Car. Prefer northeastern location. James Turner, 224 College Street, Oxford, North Carolina.

Production-Programming, others

Young, all-purpose man, wishes to find placement in station which is to convert to television. Experience in announcing, writing and servicing. Two years radio school and two years television school with practical television experience. 28 and married. Box 872F, BROADCASTING.

Television

Technical

Vet, first phone, AM studio and transmitter broadcast experience, intensive training on studio and field television equipment in courses at television station WPIX and Television Workshop. Can set up pictures on video control unit, operate camera, switcher, mike boom. Will relocate. Box 864F, BROADCASTING.

For Sale

Equipment, etc.

Fairchild professional recorder, guaranteed in excellent condition. Less than one-half retail price. Box 696F, BROADCASTING.

For Sale (Cont'd)

For sale, transmitter, tower, 3-A lighting, tuning unit, limiter, by 250 watt station going to increase power, write for package deal. Box 813F, BROADCASTING.

RCA 16 mm sound film projector, model PG-201, 105-125 volts, 60 cycles, 1250 watts. Best offer. Box 829F, BROADCASTING.

RCA 69A distortion meter, $90.00, GR 732A distortion meter and GR 733A oscillator both for $90.00. Box 839F, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale—Like new Federal 10 kw FM broadcast transmitter 193-A with modulator 109-B; General Electric frequency and modulation meter BM-1-A; also C-100 FM antenna, consists of 8 shunt-fed radiating loops with heaters for de-icing. Overall antenna power gain 8.3; VSWR obtained during factory tuning, 0.95/1 at 100.7 megacycles. All this equipment used only two years, like new in every respect. Included are new spare parts for transmitter as recommended by manufacturer, operating instruction books and 350 feet of 3⅛ inch co-ax (Andrew Company). Kankakee Daily Journal Company, Kankakee, Illinois.

179 foot self supporting Blaw-Knox tower, guaranteed perfect, $1,250.00. Three 500-foot guyed heavy duty TV support towers. Seven thousand dollars each. Eight 200 to 220 feet guyed towers, fourteen hundred dollars each. Several 300 up to 360 foot guyed towers priced to sell. Guyed towers any height up to 760 feet, immediate delivery, all galvanized hardware necessary for tower erection included in above prices. Wire or write J. J. Phillips & Sons, Phone Fannin 4616, 124 E. Lachappelle Street, San Antonio 4, Texas.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted, used TV mobile unit, RCA or GE. Telephone New Rochelle 6-1620, New York.

Wanted—RCA K or 250 L transmitter or equivalent. Call or write Bob McRaney, General Manager of the Mid-south Network, Columbus, Mississippi.

Miscellaneous

Studio console—Prefer Raytheon, Gates, Collins or Western Electric. Must be in good operating condition. Radio Station WVOP, Vidalia, Georgia.

Situations Wanted

Managerial

Experienced Manager

Available immediately. Background includes 15 years of management of local, regional and clear channel stations in major markets. Know network and independent operations thoroughly. Widely acquainted in national field. The best of references. Salary secondary to chance of affiliation with progressive property.

BOX 866F, BROADCASTING

For Sale

RECORDING STUDIO & Electronics Business

Completely equipped, long established.

Furnished apartment connected. Downtown large city, Rocky Mtn. Region. $3500 will handle.

BOX 876F, BROADCASTING

(Continued on next page)

KCRO PERMIT

FCC Proposes Revocation

INITIAL decision to revoke construction permit of KCRO Englewood, Col., on grounds of financial misrepresentations by one of the station's owners, has been reported by FCC [BROADCASTING, July 17].

FCC Comr. Paul A. Walker, presiding officer in the case, found that R. L. Cunningham, partner in The Colorado Broadcasting Co., KCRO permittee, had misrepresented his financial condition in the original station application. Comr. Walker indicated Mr. Cunningham's actions "fell far short of the standard expected of a broadcast permittee."

The permit for KCRO was revoked by the Commission last fall but the order was suspended pending disposition of the hearing before Comr. Walker, requested by the station. KCRO is assigned 1 kw daytime on 1380 kc. Other partners include B. C. Cunningham and S. E. Bradford.

WOND PROGRAMMING

New Outlet Starts Tests

THIRTY DAYS after ground was broken, WOND Pleasantville, N. J., began program tests on July 9, Harry Zoog, general manager, reports. Station, licensed to Pioneer Broadcasters Inc., operates full-time with 250 w on 1400 kc.

Located on the salt meadows between Atlantic City and Pleasantville, WOND is an independent outlet in an area where only affiliates had existed previously, according to Mr. Zoog.

For Sale (Cont'd)

Equipment, etc.

RCA camera dolly (Fearless type) TD5A excellent condition; purchased from RCA 1948; $1750.00 F.O.B. eastern seaport uncrated.

BOX 875F,
BROADCASTING

WPNF BREVARD

Marks Formal Opening

WPNF Brevard, N. C., operating fulltime on 1240 kc with 250 w, went on the air July 6 with official dedication two days later. Principal speaker at the dedication was Rep. Monroe Redden (D-N. C.). The public was invited to attend the ceremony broadcast and inspect the station, claimed to be one of the most modern buildings in the Carolinas.

WPNF is owned and operated by the Pisgah Broadcasting Co. Ed M. Anderson is president and general manager; John Anderson, executive director; Robert E. Liverance, program director and chief engineer, and Jack Hammette, commercial and station manager. Station, which is an affiliate of Mutual, plans also to feature local programs of farm, religious and civic nature.

According to Ed N. Anderson, Pisgah Broadcasting Co. has invested some $36,000 in the MBS outlet and, prior to going on the air, sold advertising contracts totaling about $48,000—in a town of less than 5,000 population and county of around 16,000.

Basic Communications

ELECTRICAL COMMUNICATION. By Arthur Lemuel Albert. Third Edition. New York: John Wiley & Sons Inc. London: Chapman & Hall Ltd. 593 pp. $6.50.

ENTIRE field of electrical communication is covered in this third edition including the transmission of code, speech and music by both wire and radio. The volume considers the specialized fields of the subject as they are related to one another. It is designed to provide a basic training upon which a career in communication engineering can be built, according to the author, a professor of communication engineering at Oregon State College. In this edition, material is revised to expand in detail the treatment of communication and broadcasting in radio. Other revisions expand available information.

Building which houses the modern studios of WPNF, with transmitter shown in the background.

VETERANS GUILD

Radio Unit Plans Expansion

THE Veterans Hospital Radio Guild, an organization originally formed by a group of radio performers, has begun an expansion program which, it is hoped, will result in a nationwide effort.

The guild, whose principal mission is to teach radio production to hospitalized veterans so they may conduct their own programming on the intra-hospital closed-circuit radio facilities, appointed a board of governors composed of leaders in the broadcasting field.

Members of the board, who will soon begin a fund-raising drive and will solicit widespread assistance throughout the industry are:

Ted Cott, general manager, WNBC and WNBT (TV) New York; Thomas Luckenbill, vice president in charge of radio-TV, at William Esty Co., and Read Wight, radio-TV director, J. M. Mathes Inc., all co-chairmen; G. Richard Swift, general manager, WCBS-AM-TV New York; Carl Haverlin, president, Broadcast Music Inc.; Charles Baltin, vice president, WHOM New York; Sydney H. Eiges, vice president in charge of press, NBC; George Crandall, director of press, CBS; Alan Brandt, director of publicity, WNEW New York; Betty Forsling, radio editor, *Newsweek*; Frank Burke, editor, *Radio Daily*, and Leonard V. Harrison, Community Service Society.

CATHOLIC HOUR

NCBA Picks Top Show

THE *Catholic Hour* (NBC), produced by the National Council of Catholic Men, was selected as the top Catholic radio program in a poll taken at the recent convention of the National Catholic Broadcasters' Assn. in St. Louis.

Named as second choice by the delegates was the *Sacred Heart Hour*, produced at St. Louis U. (WIL) under the direction of the Rev. Eugene Murphy S.J., new association president.

WQAN-FM Joins RRN

WQAN-FM Scranton, Pa., July 15 became the 13th station, and the first outside New York State, to join the Rural Radio (FM) Network, according to Michael R. Hanna, Rural Network general manager. Owned and operated by the *Scranton Times*, WQAN-FM is the seventh newspaper-owned FM outlet to join RRN in as many months, Mr. Hanna stated.

BRUCE GEDDES

UN Engineer Dies Sud

FUNERAL SERVICES wer Tuesday afternoon, July 18, a S. H. Hines Parlors, Washi for Bruce Bond Geddes, 42, broadcast engineer with the U Nations and son of Bond Ge executive vice president of Radio-Television Mfrs. Assn. Geddes died suddenly the mo of July 16 at Great Neck, Lon land.

Associated with CBS Was ton for many years, Mr. Ge who was born in Omaha, most of his life in the na capital prior to joining the engineering staff a few months Before his CBS association, Geddes was with the old Atw Kent Mfg. Co., Philadelphia. was a graduate of Central H School, Washington, and also tended Maryland U. and Bliss E trical School. He was marrie 1933 to Marjorie Cavin Merri Los Angeles.

Besides his parents and his w Mr. Geddes is survived by daughters, Sue, 15, and Ellin, of Washington. A brother, Ga Geddes, died in an automobile a dent three years ago.

WDNE STUDIOS

Open in Two Communi

WDNE Elkins, W. Va., license West Virginia Radio Corp., opened studios in two mount state communities, Parsons a Philippi, the MBS affiliate has ported. Studios will be opera with cooperation of local news pers.

The Philippi studios began op ation fortnight ago with local c munity news, popular and hillbi music. Station is represented Joseph Jeffcott and Allan Byrn joint managing directors of Barbour County Publishing Co. Parsons facilities will be launc next Monday (July 31) under operational direction of Albert L Clain, owner of the Tucker Cou Newspapers.

Newspaper and Radio Station

$75,000.00

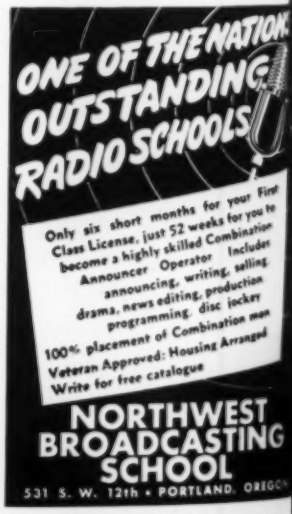
The ideal combination—located in one of the south's best rural markets. Properties are (1) a 250 watt fulltime radio station and (2) a well established leading weekly newspaper. Combined earnings $200,000.00 a month and future business indications excellent. Here is an unusual opportunity for one or two good operators. Total price for both properties $75,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672


ONE OF THE NATION'S
OUTSTANDING
RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey
100% placement of Combination men
Veteran Approved: Housing Arranged
Write for free catalogue
NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

FCC Actions

(Continued from page 72)

Decisions Cont.:

Voluntary acquisition of control of licensee corp. by Ruth McClung, executrix of estate of Hugh McClung, deceased.

WSAJ Grove City, Pa.—Granted license install new trans.

KBKI Alice, Tex.—Granted license change power, hours of operation and trans. location and install new trans. (Ind DA-N; 1070 kc, 1 kw-DA-N unl. cond.).

WLPM Suffolk, Va.—Granted mod. license to change studio location.

Lakes Area Bcstg. Co., Pryor, Okla.—Granted request for dismissal of application of CP for FM station.

WEEI Boston, Mass.—Granted CP to use old main trans. at present location of main trans. to be used for aux. purposes with power of 5 kw DA-DN; and CP to install new trans.

KELD El Dorado, Arkansas—Granted CP to install new trans. and make change in ground system.

WKBH Inc., Area La Crosse, Wis.—Granted CP new remote pickup KA-888.

Turlock Bcstg. Corp., Turlock, Calif.—Granted CP new remote pickup KA-888.

KCRC Enid, Okla.—Granted CP to install new trans.

KENO Las Vegas, Nev.—Granted mod. CP to change type trans.

KOEL Oelwein, Ia.—Granted mod. CP to change type trans. and change studio location.

KAHU Waipahu, Oahu, T. H.—Granted mod. CP to change type trans.

WNOR Norfolk, Va.—Granted mod. CP for extension of completion date to 8-23-50.

July 18 Applications . . .

ACCEPTED FOR FILING

AM—1480 kc

Reub Williams & Sons Inc., Warsaw, Ind.—CP new AM station 1050 kc 250 w D DA-1 AMENDED to request 1480 kc 500 w unl. DA-2.

SSA—690 kc

KPET Lamesa, Tex.—Request for SSA to remain on air 4 hrs. after sign-off time July 22 to broadcast state and local election returns.

AM—1460 kc

WBET Brockton, Mass.—CP AM station to change from 990 kc 1 kw D to 1460 kc 1 kw unl. DA-N.

Extension of Authority

CBS New York—Request for extension of authority to transmit programs to CFRB CKAC CJAD and other stations under control of Canadian Bcstg. Corp. for period beginning Sept. 15.

License Renewal

WCOH Newnan, Ga.—Request for license renewal AM station.

License for CP

License for CP AM station to cover change frequency, power, etc.: KRGV Weslaco, Tex.; WNAM Neenah, Wis.

Modification of CP

WFMD Frederick, Md.—Mod. CP increase power etc. for extension of completion date.

Mod. CP FM station for extension of completion date: WAGA-FM Atlanta, Ga.; KFCA Phoenix, Ariz.

KANW Albuquerque, N. M.—Mod. CP to change ERP to 357 w.

APPLICATION DISMISSED

William C. Grove, Denver, Col.—DISMISSED application for new station on 910 kc 1 kw SH.

Southwestern Bcstg. Co., Yuma, Ariz.—DISMISSED application for new station on 1240 kc 250 w unl.

July 19 Decisions . . .

BY COMMISSION EN BANC

KRMG Tulsa, Okla.—Granted petition requesting enlargement of issues in re application now scheduled for hearing on July 21, to include issue relating to present and proposed coverage and other services available thereto.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JULY 20

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,146	2,123	179		290	260
FM stations	693	500	226	3*	18	13
TV stations	106	47	62		353	182

*Two on the air.

CALL ASSIGNMENTS: KBLI Blackfoot, Ida. (Blackfoot Bcstg. Co., 1490 kc, 250 w unlimited); KCRE Crescent City, Calif. (Del Norte Bcstg. Co., 1400 kc, 250 w unlimited); KEFM Inglewood, Calif. (Centinela Valley Bcstg. Co. (92.7 mc) Chan. 224); KETR Whittier, Calif. (Whittier Bcstg. Co., (95.9 mc) Chan. 240); KLWN Lawrence, Kan. (Lawrence Bcstg. Co., 1320 kc, 500 w day); KNBR North Platte, Neb. (John Townsend, 1280 kc, 1 kw day); KSJW Alhambra, Calif. (Alhambra Bcstrs. Inc. (107.1 mc) Chan. 296); WKRC-FM Cincinnati, changed from WCTS (Radio Cincinnati Inc.); WOPA-FM Oak Park, Ill. changed from WNOI (Village Bcstg. Co.); WPEO Peoria, Ill. changed from WMMJ (WPEO Inc.); WOPA Oak Park, Ill. changed from WEBS (Village Bcstg. Co.); WPJM West Bend, Wis. (West Bend Bcstg. Co., 1470 kc, 500 w day); WRIC Richlands, Va. (Clinch Valley Bcstg. Co., 1050 kc, 1 kw day).

* * *

Docket Actions . . .

INITIAL DECISION

Patchogue Bcstg. Co., and Mid-Island Radio Inc., Patchogue, N. Y.—Announced initial decision by examiner Hugh B. Hutchison to grant application of Patchogue Bcstg. Co., for new station on 1580 kc, 250 w day, conditions and to deny application of Mid-Island Radio Inc., for same facilities at Patchogue. See story this issue. Decision July 18.

New Applications . . .

AM APPLICATIONS

Lawrenceburg, Tenn. — Aaron B. Robinson tr/as Lawrenceburg Bcstg. Co., 580 kc, 1 kw day. Estimated construction cost $19,650. Mr. Robinson, individual applicant, is majority stockholder and president WDXI Jackson, Tenn., secretary-treasurer and stockholder WENK Union City, owner 550 sh. WCMA Corinth, Miss. Filed July 18.

Hollywood, Fla.—Circle Bcstg. Corp., 1260 kc, 1 kw day. Estimated construction cost $21,015. Principals in corporation include: Ralph G. Tanner Sr., radio engineer and station manager WINZ, 30%; Ralph Tanner Jr., student, 20%; Robert A. Massey, employe WINZ, 20%; Richard Northey, employe WFTL Fort Lauderdale, 20%, Clyde H. Whaley, geologist, 10%. Filed July 18.

Alturas, Calif.—Conr Inc., 570 kc, 1 kw day. Estimated construction cost $36,197. Principals in corporation include: Chester J. Stuart, director, stockholder and chief engineer KRCO Prineville, Ore., to May 1950, president 25%; Philip N. Good, engineer-announcer, vice president 25%; Phyllis B. Stuart, secretary 25%; Margaret A. Good, co-owner 20 acres berry farms, treasurer 25%. Filed July 20.

Ridgecrest, Calif. — Indian Wells Bcstg. Co., 1240 kc, 250 w unlimited. Construction cost $8,092.50. Principals include: Benjamin L. Bell, electronics technician, China Lake Naval ordnance test station; Frederick Feinerest, electronics engineer China Lake; Harold L. Arment, Gates Radio Co., sales engineer. All have 33⅓% interest. Filed July 18.

Fargo, N. D.—Radio Dacotah Inc., 1280 kc, 1 kw unlimited, directional night. Principals include: E. H. Gilbertson, 30.0%; S. W. Corwin, 67.1%; W. W. and C. H. Corwin, sons of S. W. Corwin, each .4% and Jens Paulsen 2.1%. Mr. Gilbertson and Mr. Corwin were stockholders in KVNJ-AM-FM and Mr. Corwin has purchased all assets of that station for $125,000. This equipment to be used in proposed operation. Filed July 18.

FM APPLICATION

Panama City, Fla.—Panama City Bcstg. Co., new Class B FM station, Chan. 255 (98.9 mc) ERP 8.21 kw. Panama City Bcstg. is licensee of WDLP AM outlet there. It is planned to use the equipment of WCOA-FM Pensacola, engineering and miscellaneous expenses estimated at $3,500. Filed July 18.

TRANSFER REQUESTS

WGVM Greenville, Miss.—Assignment of license from David M. Segal tr/as Cotton Belt Bcstg. Co., licensee, to new corporation Cotton Belt Bcstg. Corp. Principals include: David M. Segal, who will retain 51% interest, Edward Codel, 46⅔% and Freida F. Segal, 2⅓%. WGVM is assigned 1 kw day on 1260 kc. Filed July 13.

KMCM McMinnville, Ore.—Assignment of license from Yamhill Bestrs., licensee, to Yamhill Bcstrs. Inc., new corporation composed of Jack B. and Philip N. Bladine, original partners, and Gayle Hunter Bladine and Margaret G. Bladine. Each will have a 25% interest. KMCM is assigned 1 kw unlimited on 1260 kc, directional night. Filed July 18.

WTYC Rock Hill, S. C.—Transfer of 50% of stock in Tri-County Bcstg. Co., licensee, from O. Frank Thornton to W. G. Reid, Mrs. Bethia Reid and George Cobb for $12,000. Mr. Reid previously held 50% and acquires 120 additional shares, Mrs. Reid acquires 15 sh. and George Cobb, station manager acquires 15 sh. WTYC is assigned 1 kw day on 1340 kc. Filed July 18.

KTFY Brownfield, Tex.—Assignment of license from Sterling Jake Parrish, Mike Allen Barrett and Esther Constance Parmelee, d/b as Terry County Bcstg. Co., licensee, to Mike Allen

(Continued on page 80)

July 20 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Earle Harold Munn Jr., and Charlene Ella Bronson Munn, Sturgis, Mich.—CP new AM station 1460 kc 500 w D AMENDED to change name to Southern Mich. Bcstrs.

License for CP

KCSU Provo, Utah—License for CP to change frequency.

License Renewal

WBSC Bennettsville, S. C.—Request for license renewal AM station.

Modification of CP

WFCB Dunkirk, N. Y.—Mod. CP new AM station for extension of completion date.

License Renewal

KTOY Tacoma, Wash.—Request for license renewal noncommercial educational FM station.

Modification of CP

WAGA-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—960 kc

WFTC Kinston, N. C.—CP to change from 1230 kc 250 w unl. to 960 kc 1 kw unl. DA-N.

Sell
Ohio's third
largest market
with
WFMJ
5,000 watts AM
and
50,000 watts FM
WFMJ
1390 AM – 105.1 FM
Youngstown, Ohio
Headley-Reed Co.,
national representatives

More on 'Fusion'

EDITOR, BROADCASTING:

. . . I believe this [Radio-TV Fusion] is one of your greatest services to the industry and I hope you keep it hot until something happens.

Awfrey Quincy
Somewhere in the U.S.A.

* * *

EDITOR, BROADCASTING:

Your confusing editorial on confusion versus fusion haunts me. I am glad you wrote it so that broadcasters will take the matter seriously, give it real thought and eventually come up with the answer. I don't think you have the answer—I know I don't have it but you've got me working on the problem. I am digging into my experiences in the electrical industry when I was an editor and publisher and we had similar problems with the Public Utilities in the focal point.

As a part of that industry there were manufacturers, wholesalers, dealers, publishers and Public Service Commissions. We faced the same problems. Later I found similar problems in the field of advertising. Perhaps the review I am making of other industries will help our approach to our own confusion to which you often add your share.

So perhaps I'll be writing you again in the near future. But please do more than toss out a hot potato, give out with some practical ideas and do your bit toward showing how to solve some of our problems. But get out of your ivory tower in Washington, do some visiting away from broadcasters' meetings.

Your reference to battling windmills at recent board meeting is hardly justified. I have just read the minutes of the meeting, much was accomplished and the many new members really took hold. If we were battling a few windmills they were placed there and put in motion by a few well-meaning editors.

See you in Washington . . . when I go to the special BAB Committee meeting. I'll sit at your feet while you show me how to solve that simple problem.

Keep up the good work!

Edgar Kobak
Consultant, New York
WTWA Thomson, Ga.
Member NAB Board

[EDITOR'S NOTE: We submit that BROADCASTING executives and staffers have attended more district meetings and state meetings of broadcasters, telecasters, advertisers and agencies; talked with more of them, of all species and shades, in and out of ivory towers, than all other publications combined.]

* * *

EDITOR, BROADCASTING:

After reading and rereading your lively editorial on radio-television fusion, I find myself in accord with certain portions of it and in decided disagreement with others. I can certainly agree, for example, that there is such a community of interest between radio and television that it would be to the distinct mutual benefit of the operators in both media to "unite under a single banner . . . to preserve the American System." I cannot readily follow your argument, however, that the manufacturers of radio and TV equipment belong in the same camp.

Admittedly, the manufacturers of radio and television equipment have a very basic interest in the preservation of the American System of air communication. Relationships not dissimilar to that between operators and equipment manufacturers form the whole pattern and fabric of our economic structure. So far as I know, however, there has been no lack of cooperation between the broadcaster-telecaster group and the manufacturers which could be at all alleviated by their integration in a single association. There is nothing which prevents their presently acting in unison in any instance where there is sufficient mutuality of interest. . . .

How the internal headaches of either the broadcasters or manufacturers would be assuaged by the proposed amalgamation is difficult for me to see. I am inclined to think that the procedure you recommend might result in fission rather than fusion.

Our present association difficulties, which I honestly believe are less grim than you paint them, arise, in my opinion, from the fact that the diversified membership of NAB has put pressure on the association to be all things to all people. In response to the demands of various segments of the industry, the association has departed to some extent from the normal functions of a trade association in order to perform special services.

I agree with you that those special services, provided by BAB and others, should be put upon a "pay as they use" basis, and the association should devote its resources and energies to the prosecution of the primary functions of a trade association — the maintenance of sound government and public relations, and the overall promotion and defense of the media it represents.

If properly engaged in this respect, I believe the association can adequately and usefully represent AM, FM and television on that broad common ground of preservation of the American System, without concerning itself with problems of competitive interests or differences among them which would embarrass the association or any element of its membership.

Robert D. Swezey
WDSU New Orleans
Member NAB Board

open mike

FCC Roundup

(Continued from page 79)

Barrett, individual, for $6,670. Other partners are too far removed from station to attend properly to business of operation. KTFY is assigned 1050 kc, 250 w day. Filed July 18.

KMMO Marshall, Mo.—Assignment of license from Harold T. Fisher and Carl T. Fisher d/b as Missouri Valley Bcstg. Co., licensee, to William Courtney Evans. Consideration $42,500. Mr. Evans was formerly owner of WDOV Dover, Del. Illness of the wife of Harold Fisher makes transfer desirable. KMMO is assigned 1300 kc, 500 w day. Filed July 20.

WGTR Worcester, Mass.—Assignment of license from Eastern Bcstg. Corp., licenseee, to The Yankee Network Inc. WGTR remained Eastern Bcstg. Corp., because of agreement with International Brotherhood of Electrical Workers, which required station be removed from bargaining unit applying to balance of Yankee Network. Agreement no longer exists. Yankee Network advanced Eastern $119,067.19. Consideration is book value of station or $54,775.35. WGTR is assigned Chan. 256, ERP 20 kw. Filed July 17.

WVOT Wilson, N. C.—Acquisition of control of Wilson Radio Co. Inc., licensee, by H. W. Anderson, through purchase of 152 sh. of stock from C. E. Leeper for $7,500. WVOT is assigned 1420 kc, 1 kw day. Filed July 12.

ANTENNA SITES

CAA Endorses FCC Propo

DEPUTY Civil Aeronautics A ministrator F. B. Lee last week t FCC that CAA endorsed the C mission's proposed new antes site standards and suggested "minor editorial comments" garding the rules [BROADCAST May 29, July 10]. The deadline filing comments in the proceed was last Monday.

Although the majority of c ments on FCC's proposed new P 17 of its rules had been filed a f night ago, additional briefs w received from Port of New Y Authority, Wind Turbine Co., W Chester, Pa., and Midland Bro casting Co., licensee of KMBC K sas City and TV applicant th FCC's new rules seek to minim procedure for obtaining CAA a proval to tower sites by establi ing standards under which tow can be judged in relation to air n igation problems.

Mr. Lee's brief letter said "C urges adoption of the new Part as a progressive step toward t achievement of safety to air na gation and toward the facilita of selection and approval of ra tower sites." He added that C "wished to emphasize" its de to provide technical assista through CAA field offices to ra tower applicants "concerning t aeronautical aspects of their p posed radio tower sites."

Among CAA's editorial comments w the suggestion to specify antennas u der certain conditions "will be deem not to involve an objectionable haza to air navigation" rather than the pre ent wording "will be deemed not involve a hazard . . .".

KMBC urged FCC not to adopt proposed rules except as they relate tower marking and lighting since th "appear to preclude the larger and more effective use of radio and telev sion in the public interest." Since the Communications Act specifies authori to FCC to require tower marking and lighting only where possible air menace is involved, KMBC asserted, the pro posed rules "exceed the authority" the act in that they purport to delega to agencies outside of FCC the "author ity to make determinations affecting final adjudication of applications."

Wind Turbine Co., while expressing general approval of the rules, suggested lighting be on top of antenna structure rather than the antenna itself. Diffi culty especially with UHF and VHF TV antennas was indicated.

Port of New York Authority also fa ored the proposed rules offering minor changes to clarify definitions and other points.

KMMO Is Sold

KMMO Marshall. Mo., has bee sold by Carl and Harold Fisher t W. C. Evans, former owner o WDOV Dover, Del., subject t FCC approval. Price is $42,50 KMMO is on 1300 kc with 500 w daytime. Sale was handled b Blackburn-Hamilton Co.

Mr. Time Buyer:
Before you run off on your vacations check your Fall Schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS
ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)
25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

MBS WNOE MBS
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 Watts Daytime — 5,000 Watts Nighttime

NETWORK NEWS MAN
Sober, family man, presently employed, relocating. Desires permanent affiliation with northeastern station. Finest references.
BOX 877F, BROADCASTING

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

FM PROBLEMS

Johnson Urges Action

UNITED EFFORT to seek a solution to FM's problems and to chart its future was suggested by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, in a letter released last week.

The letter gave indication of increasing activity in behalf of FM, particularly with respect to installation of FM tuners in all television sets.

It was written to Irving R. Merrill, director of the U. of South Dakota's KUSD Vermillion, S. D., who had raised the question in a letter to Sen. Johnson.

Sen. Johnson said he knew of no federal agency having authority "to require manufacturers to install any particular device," but observed:

It seems to me that if everybody interested in FM could and would get together and have a frank and full discussion of their problems and the future of FM and come up with some concrete and specific policies which represent a consensus of views, there would be a good chance of having such views implemented to the extent that they can be by the authority of the Commission [FCC].

Moreover, even if their implementation were not within the orbit of administrative action, it would seem likely that they would get a respectful hearing if they did, in fact, represent the united position of all who are interested in the future of FM.

Referring to the installation of FM tuners in TV receivers, he said he had "taken an interest in this problem" and that " in recent days the matter has again been called to my attention by Mr. Hull [Richard B. Hull, president] of the National Assn. of Educational Broadcasters, and Morris Novik of New York [president of WLIB]."

He also noted that he had received a letter from the SMA Co., Chicago, saying that "this firm manufactures a tuner which is priced within the $3 to $5 estimate made by NAB President [Justin] Miller, and that they install such a tuner in their own TV sets."

"It seems to me that data of that sort might be helpful in your campaign," Sen. Johnson declared.

He said it was his understanding that about 40% of television sets include FM tuners.

WPTR Albany, N. Y., has received certificate of appreciation from U. S. Dept. of Defense for cooperation with service recruiting programs.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

TRANSIT RADIO ANNIVERSARY

Crisler Cites Growing Profits of FM Outlets

SOME FM stations affiliated with Transit Radio Inc., Cincinnati, currently are turning out a profit and others "are close to it," R. C. (Dick) Crisler, president of Transit Radio Inc., has revealed.

He made that observation during the firm's second anniversary week July 10-17, recalling advent of the service July 10, 1948, in Covington, Ky., and adjoining areas. One hundred receiving sets were originally installed by the Cincinnati, Newport and Covington Railway.

Reviewing TR's accomplishments, Mr. Crisler said national sales are running in excess of $14,000—about 10 times that of a year ago—and predicted billings would triple current figures by this December.

Twenty-one transit firms now are under contract to local stations, who are represented by Transit Radio Inc., Mr. Crisler added. By September the number of radio-equipped vehicles will be in excess of 4,500, he estimated.

With respect to transit FM revenue, he pointed out that all transit companies, with one exception, also are reaping a profit, though original expectations for immediate successful operation were not realized without "experience, hard selling and education."

Cites Policy Change

On the phases of public acceptance, Mr. Crisler noted that the St. Louis *Post-Dispatch*, which had editorialized against music-equipped vehicles, had withdrawn its opposition in the face of a riders' poll overwhelming favorable to the service.

On the legal front, he felt that, notwithstanding petitions pending against Transit Radio before FCC, the service is "on firm ground and these petitions are not regarded as a serious threat to the business."

Comparing TR to television, Mr. Crisler said transit music "cannot be affected" because "its impact is established, it delivers a certain, counted guaranteed audience and its cost per thousand is low." A study of transit radio's effectiveness as an advertising medium has been distributed to advertisers and agencies, he added.

Transit FM's accomplishments were explored by the board of directors of Transit Radio Inc., at its quarterly meeting July 11.

Frank E. Pellegrin, vice president in charge of sales, reported eight new national accounts, bringing the total to 246.

Presiding at the meeting, held at Burlington, Ky., was Hulbert Taft Jr., chairman of the TR board. Others present were C. L. (Chet) Thomas, KXOK St. Louis; William M. O'Neil, WJW Cleveland; Ben Strouse, WWDC Washington; Edgar Kobak, radio consultant, and David G. Gamble, of Taft, Stettinius & Hollister.

SALESMAN

Leading New York independent is looking for a real producer with a proven record of sales. A man who is now doing well, (possibly outside of New York), but would like to do better. We want a man who believes in radio and believes in himself. Salary and bonus.

BOX 878F,
BROADCASTING

RECORDING FEES

Rep. Klein Plans Legislation

REP. ARTHUR G. KLEIN (D-N. Y.) is waiting for additional information from the American Federation of Musicians before drafting a bill which would provide for a talent charge to broadcasters for use of recordings, his office disclosed last week.

The proposal, which would amend the Copyright Act to grant performing rights to musicians, also would include a provision to give talent fees to musicians from recordings broadcast. This was the issue about which AFM President James C. Petrillo waged a furious campaign in 1948. The Congressman's office has been in contact with Oliver Sabin, a New York lawyer practicing in the music and recording business and one of the founders of Music Craft Records.

Mr. Sabin, who has no affiliation with AFM, told BROADCASTING last week that he had proposed to Rep. Klein a hearing by a government agency or Congressional committee, which would be open to all facets of the music industry and others concerned with such a measure, to work out a bill "that would be fair to all." He said the Copyright Act was enacted in 1909 before the advent of radio, movies, TV and organizations which have a special interest such as ASCAP, AFM and others. As the law now reads, he explained, "a musician has no control over music once recorded."

Rep. Klein's office said the pressure of business in the House Judiciary Committee, to which such a measure would be referred, has been the prime stumbling block for getting action on a bill.

POPULATION UP

Preliminary Totals Issued

POPULATION of the four East South Central states—Kentucky, Tennessee, Alabama and Mississippi—increased about 6.1% between 1940 and 1950, according to a summary of preliminary totals reported last week by the Census Bureau.

In the same period the population of the South Atlantic states—Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia—increased by about 17.7%.

The numerical gain for the East South Central states was 658,139, increasing from 10,778,225 in 1940 to 11,436,364 in 1950. In the South Atlantic states the combined numerical gain was reported at 3,149,643 from 17,823,151 in 1940 to 20,972,794 in 1950.

In the East South Central states the preliminary population totals for 1950 and 1940, respectively, were reported as: Alabama, 3,052,395 from 2,832,961; Kentucky, 2,931,588 from 2,845,627; Mississippi, 2,171,806 from 2,183,796; Tennessee, 3,280,575 from 2,915,841.

For the South Atlantic states, preliminary population totals were reported for 1950 and 1940, respectively, as: Delaware, 316,709 from 266,505; District of Columbia, 792,234 from 663,091; Florida, 2,734,086 from 1,897,414, Georgia, 3,418,120 from 3,123,723; Maryland, 2,322,657 from 1,821,244; North Carolina, 4,034,858 from 3,571,623; South Carolina, 2,107,813 from 1,899,804; Virginia, 3,247,781 from 2,677,773; West Virginia, 1,998,536 from 1,901,974.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

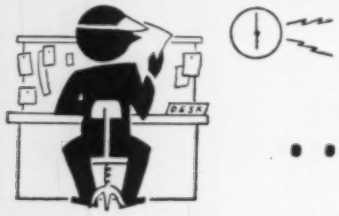
TELL HER YOU LOVE HER

On Records: Vaughn Monroe—Vic. 20-3773; Rosalie Allen-Elton Britt—Vic. 21-0312; Lulubelle & Scotty—Lon. 16024; Alan Roberts-Dolly Darr—Abbey 15002; Connie Russell-Jack Haskell—Dec. 27062.

On Transcription: Lenny Herman — Lang-Worth; David Street—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

REPORT ON 19 STATES GIVEN BY CENSUS BUREAU

PRELIMINARY 1950 population figures for three areas, covering 19 states, released by Bureau of Census Friday and Saturday (early story page 81).

East North Central states gained about 13.7% in population between 1940 and 1950. Preliminary 1950 population and 1940 population respectively are: Illinois, 8,696,490 from 7,897,241; Indiana, 3,917,904 from 3,427,796; Ohio, 7,901,791 from 6,907,612; Michigan, 6,334,172 from 5,256,106; Wisconsin, 3,417,372 from 3,137,587.

Middle Atlantic states reported 8.9% gain. Preliminary 1950 and 1940 population respectively: New Jersey, 4,821,714 from 4,160,165; New York, 14,743,210 from 13,479,142; Pennsylvania, 10,435,965 from 9,900,180.

Gain for West Central states shown as 7.4%. Preliminary 1950 and 1940 population respectively: Arkansas, 1,900,246 from 1,949,387; Iowa, 2,609,748 from 2,538,268; Kansas, 1,898,519 from 1,801,028; Louisiana, 2,669,043 from 2,363,880; Minnesota, 2,967,210 from 2,792,300; Missouri, 3,924,220 from 3,784,664; Nebraska, 1,308,394 from 1,315,834; North Dakota, 616,185 from 641,935; Oklahoma, 2,330,253 from 2,336,434; South Dakota, 650,025 from 642,961; Texas, 7,677,060 from 6,414,824.

SOMSON TO ST. LOUIS GROUP

BERT SOMSON, former national representative for Frederic W. Ziv Co., St. Louis, named general manager of Greater St. Louis Broadcasting System Inc., comprising St. Louis independent stations KSTL KXLW WEW plus WTMV East St. Louis. William Ware is president of group.

JENNINGS PIERCE resigns as NBC Western Division manager of station relations, public affairs, education, and guest relations to join KMED Medford, Ore., as general manager effective Aug. 1, it was announced by Sidney N. Strotz, vice president of Western Division.

FCC CLEARS CBS ON TWO COMPLAINTS

TWO COMPLAINTS against CBS dismissed by FCC Friday, including petition by Paul E. Fitzpatrick, chairman of Democratic State Committee of New York, and American Council of Christian Churches. FCC found no cause for hearings on alleged program time abuses.

Democratic complaint hit CBS' refusal of time to answer report to people by Gov. Thomas E. Dewey May 2 last year. Democrats claimed talk was political [BROADCASTING, May 23, 1949]. FCC said it "recognizes that public officials may be permitted to utilize radio facilities to report on their stewardship and that the mere claim that the subject is political does not automatically require that the opposite political party be given equal facilities for a reply." It noted, however, "so-called reports . . . may constitute attacks on the opposite political party" or contain controversial matter. Citing its report on station editorialization, FCC indicated there can be no "all-embracing formula" and licensees in each instance must use best judgement.

ACCC, Fundamentalist group, charged CBS and its WCBS New York with censorship and discrimination in handling of religious programs [BROADCASTING, Oct 24, 1949].

DUMONT SIGNS ROGERS

BUDDY ROGERS signs exclusive nighttime contract with DuMont TV Network for one-hour show beginning in early September. Mal Boyd, Mr. Rogers' personal manager, signed as assistant producer.

POSSIBLE broadening of FCC rules pertaining to broadcasts by candidates for public office seen in Commission action Friday setting Aug. 21 as deadline for comments on rule-making hearing proposed by Westinghouse Radio Stations Inc. WRS urged rules specify licensee may not censor talks made in behalf of any office rather than broadcasts by candidate alone. FCC indicated it would withhold action to make present rules also apply to 10-w FM educational stations pending outcome.

Closed Circuit

(Continued from page 4)

up" certain "grisly" crime programs rently on television.

BENITO GAGUINE, assistant to Rosel H. Hyde, an ex-Lieut. Col., desig FCC's new liaison officer to confer with tary on plans regarding radio-TV silence related questions in event of all-out war.

RESEARCH SUBSIDIARY of Curtis lishing Co. plans to bid on next BMB job. Company, one of most active in cons research field, has contracted for work ou its house magazine operations in varied including radio.

BORDEN CO., New York, through its ag Kenyon & Eckhardt, same city, consid two programs for possible five-time w TV network show. They are *Winner Tak* and *The Hoagy Carmichael Show.*

IN EVENT of full-scale war, FCC will s serious manpower losses because of number of engineers and lawyers in va military reserves. Heading list is Com M. Webster, who, although physically ret was called back during last war as Chi Coast Guard Communications with ran Commodore. Now 61, he possibly woul subject to call. Of FCC's 1,300 emp majority of military eligibles are in res and most of them in higher bracketed fessional jobs.

WILDROOT Co., Buffalo, New York, thr BBDO, New York, considering realloca its network budget to spot radio and televi Advertiser has cancelled its *Sam Spade* on NBC. Budget would probably be than $1 million. Final decision expe within fortnight.

WHOLE subject of FM now due to com for consideration by FCC within next weeks, via that lengthy and long-pend staff report on transit radio and rel questions including store- and factory-cas Muzak, etc.

PROCTER & GAMBLE, Cincinnati, thro its agency Biow Co., considering expan plans for spot activity to start in fall fo detergent, Joy Liquid.

WMC NAMES MORELAND

EARL MORELAND, local sales mana WMC, WMCF (FM) and WMCT (TV) M phis, Tenn., named commercial manager stations, replacing Joseph Eggleston who June 4.

Network Representation Activity Approved by FCC Frida

NETWORKS' right to serve affiliates as advertising representatives was upheld by FCC Friday in partial termination of two-year-old investigation, but door was left open for future rule-making to limit or forbid their activities in this field.

Investigation had been launched following complaint of National Assn. of Radio Station Representatives (NARSR) charging networks' representation of stations for spot sales violates FCC's network rules or at least is contrary to public interest. FCC absolved networks on first count, kept second under consideration:

The Commission has reviewed the record in the above proceedings and has found that the evidence . . . is insufficient to support a finding that the practice of networks representing affiliates for the sale of national spot advertising or other advertising or commercial time violates any of the provisions of the Commission's chain broadcasting regulations. . . .

With respect to Issue No. 3 [whether rules should be changed with respect to network representation] the Commission has made no determination and still has under consideration the questions there presented.

Failure to decide whether rules should be amended to control network representation was taken to mean FCC intends to keep watchful eye on situation and move if developments warrant.

Decision was revealed in letter to CBS, first network singled out by NARSR and one of three which has owned-and-operated stations on temporary license at least partially as result of NARSR case. FCC granted regular renewal to CBS outlets which had been on temporary: KCBS San Francisco, WBBM-AM-FM Chicago, WCCO Minneapolis, WEEI-F Boston, WCBS-AM-TV New York, and following in which CBS has minority interes WTOP-FM Washington and experimental s tions of KTTV (TV) Los Angeles.

Failure to grant regular renewals to A and NBC stations which are on temporary presumed to be due to fact that additional qu tions were involved where those networks w concerned—questions previously characteri by FCC as similar to those involved in D Lee Network case, which has since been setti with grant of Don Lee renewals.

Representation question has also been pe ing in anti-trust division of Justice Dep which, authorities felt, presumably will n drop it since department has signified it w waiting for FCC's decision.

XUM

FASTEST GROWING TV MARKET

Ownership of TV sets within the WLW-Television area has increased more than 600% in the last year. During a recent four-months' period, growth of set owners *more than doubled* the national rate—totaling 268,000 (unduplicated) as of June 1st. It's the 2ND LARGEST TV MARKET IN THE MIDWEST . . . 6TH LARGEST IN THE NATION.

REACHED MOST EFFECTIVELY

Videodex Reports for May prove that the three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—offer the best method of reaching this important TV market. WLW-Television has an average Share of Audience of *47.5% from 11 A. M. to 11 P. M. seven days a week,* as compared to an average of 31.5% for the five other stations located in the WLW-Television area!

AT LOWEST COST

On a cost-per-thousand basis, WLW-Television reaches this large audience *at lower cost than any other combination* of the eight TV stations located in these three cities. ACT NOW to take advantage of the present low rates. For complete information, contact any of the WLW-TV Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton, or Columbus.

ON WLW-TELEVISION . . .

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Television Service of the Nation's Station • Crosley Broadcasting Corporation